MARKETING PUREBRED LIVESTOCK

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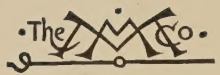

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MARKETING PUREBRED LIVESTOCK

BY

M. N. BEELER

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WHY THIS BOOK WAS WRITTEN

The purpose of this book is to stimulate a wider distribution of purebred livestock. Such distribution is desirable because animal efficiency is one of the important factors in profitable farm operation. And an adequate farm income is necessary to a satisfactory farm life. That income, farm experience indicates, can best be assured by livestock production of some kind. So the desirability of efficiency in animals is apparent.

Responsibility for improving the races of domestic animals rests with the breeder. Also he is responsible, directly and indirectly, for distribution of his product. Therefore emphasis has been placed in the discussions upon the financial advantages that accrue from better marketing methods. Thus an incentive is offered for breeders to develop their selling abilities. That will accomplish the wider distribution of purebreds.

The material for this book has been collected over a period of nearly twenty years. The author first became interested in methods of marketing purebreds as a student in the School of Journalism and the College of Agriculture at the University of Missouri. Discussion of the subject with Professor L. A. Weaver of the animal husbandry department encouraged that interest. As agricultural editor at the University of Florida and the University of Missouri, the author had an opportunity for study of purebred marketing methods. More intimate contact with the purebred business was afforded as editor of *The Farmer and Stockman*, *The Kansas Homestead* and as associate editor of *Kansas Farmer*. A very intensive study of marketing methods was made from 1918 to 1926 inclusive, and espe-

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cially in 1922–23 and 1923–24. This longer period covered the peak of price inflation, the years of decline and the beginning of stabilization. Then as associate editor of *Capper's Farmer*, the author has had further opportunity for a less intensive study of purebred marketing over a large portion of the important producing centers of the United States. Much of the historical data was obtained from the University of Illinois Library, the records of the Jefferson Memorial, St. Louis, and the libraries of the Missouri and Kansas historical societies.

No person could have collected the information contained herein unaided. Therefore, in addition to the many breeders and others associated with the purebred livestock industry whose names are mentioned in the text, the author desires to acknowledge the counsel, assistance and encouragement offered by Dr. C. W. McCampbell, head of the animal husbandry department of Kansas State Agricultural College, under whom a two-year study of systems of production and methods of marketing purebred livestock was made. Credit also is due other members of the graduate faculty of the College, who lent encouragement and accepted a briefer manuscript on this same subject as partial fulfillment of the requirements for an advanced degree.

Material assistance has been received from S. T. Simpson, field representative for the Producers' Livestock Commission Association in assembling material on the activities of various agencies involved in marketing purebreds; from W. A. Cochel, editor of *The Weekly Kansas City Star;* F. B. Holbert, importer and breeder of Belgians; Alvin H. Sanders, editor emeritus of *The New Breeder's Gazette;* R. R. Miller, of the American Hereford Breeders' Association; Charles L. Hill, president of the National Dairy Show; Andrew C. McCandlish, West of Scotland Agricultural College; James Mackintosh, the British National Institute for Research in Dairying; John Thornton & Company, London auctioneers, in preparing the chapter on marketing practices in foreign countries.

Suggestions, encouragement and inspiration have been received from Dean F. B. Mumford and Professor E. A. Trowbridge, University of Missouri College of Agriculture; Dean H. W. Mumford, University of Illinois; Professor C. H. Eckles, University of Minnesota; William M. Jardine, former president of Kansas State Agricultural College and former Secretary of Agriculture; Dean Walter Williams, University of Missouri School of Journalism.

If this book assists breeders in their marketing problems and thereby accomplishes a greater distribution of purebred livestock, if it is effective in providing financial resources for continued improvement in the races of farm animals, if it contributes to the success of young breeders and especially those who as agricultural college students become inspired through their study of animal husbandry and by the enthusiasm of their teachers to become breeders, then its mission will have been fulfilled.

M. N. Beeler

Topeka, Kansas,
August, 1929

FOREWORD

The breeders of purebred livestock have made a contribution to agriculture which cannot be well estimated. The achievements of the breeders of domestic animals are no less noteworthy than the progress and development in mechanical invention. The wide distribution of purebred livestock will be a distinct advantage and benefit to the industry. Purebred livestock is more efficient and therefore more profitable.

The methods of marketing purebred livestock are important. If the methods employed are of such a nature as to encourage producers of ordinary unimproved livestock to use more efficient animals, then such methods will contribute to the betterment of the livestock farmer's business. If, on the other hand, the methods of distribution are such as to arouse suspicion and bring discredit to the breeders of purebred livestock, they may actually discourage the industry and retard the general distribution of better and more profitable animals.

The publication of the present volume, written by Mr. M. N. Beeler, is timely and will be of great value to all breeders of purebred livestock. It is of particular interest to the inexperienced breeder who desires to develop a legitimate and profitable business. The material upon which this volume is based has been collected through a series of years from original sources. It is in my opinion a valuable contribution to the literature of animal husbandry.

F. B. Mumford

University of Missouri
June 15, 1929

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MARKETING PUREBRED LIVESTOCK

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CHAPTER ONE

THE BREEDER'S PROBLEM

Animal Husbandry is an essential industry. It not only is the basis of a great manufacturing enterprise, but it provides a market for vast amounts of soil products. Upon it many farmers depend for an income from land which could not be utilized in any other way. Livestock provides a market for grass and farm roughages, which could not be disposed of otherwise, and also for most of the domestic grains. Livestock consumes about 85 per cent of the corn crop. It provides a means of rebuilding and maintaining soil fertility through the manure it produces, and further provides a market for the legumes which are necessary in soil improvement. Thus its basic importance is evident.

How livestock functions in land and crop utilization is admirably illustrated on a farm owned by J. H. Goff, Oklahoma County, Oklahoma. The farm consists of 280 acres and is operated by C. W. McMillan on an equal-share basis. Ninety acres of the farm is bottom. Originally this was gumbo soil, adapted to corn growing. In 1923 the river overflowed and deposited three feet of sand over the 90 acres. That rendered the soil worthless for ordinary crops. A wheat crop on this sand made seven bushels an acre. Oats produced 15 bushels.

Two years after the flood 45 acres were seeded to sweet clover. This crop was used as pasture for livestock and

for producing seed. After four years, wheat yielded 20 bushels and oats 45 bushels in a season that was dryer than that in which the previous oats crop had been grown. The second half of the field was seeded to sweet clover and carried 80 head of cows during the pasture season of 1928. In the spring of 1929 a herd of purebred Shorthorns and a few head of mules, a total of 50 animals, were turned on the pasture March 15 and ran until July, when they were turned on a first-year growth to permit the old clover to develop a seed crop. The farm under a grain tenant rental had returned Mr. Goff $1,000 a year. Under the livestock plan his half of the income was $2,800 in 1928. The increase came for the most part from utilization of the waste land and marketing crops through livestock.

Livestock on farms of the United States, January 1, 1925, the year of the last agricultural census report, was valued at $4,858,389,124. Livestock products, including milk, butter, cheese, wool, mohair, eggs and chickens, were valued at $2,345,178,527 in 1924. Thus the animals on farms produced that year almost half as much new wealth as their own value totaled at the end of the year. The value of stock on farms varies, of course, with market conditions and total numbers. For several years those values have been advancing. Compare the value January 1, 1925, with that of January 1, 1929, $5,952,713,000. The income from livestock products any year is in comparable proportion to the values quoted for 1925.

The Breeder's Responsibility. — With this vast amount of capital invested in livestock and with the great income every year from farm animals, with the welfare of the soils and a third of the nation's population closely identified with the industry, the efficiency of livestock becomes of great public concern. Improvement of animals has been given attention by a small group of mankind since domestication was effected. Men who set themselves the task of improving animals are breeders. Upon them rest the responsibilities of making livestock more efficient. They

develop cows which will produce additional pounds of milk and fat for a given amount of feed. They develop hogs which will produce the greatest amount of pork for an acre of feed crops. To them farmers and animal husbandmen look for the sires and dams of hens, beef animals, sheep, horses and goats which will produce more efficiently.

Breeders are the producers of seed stock. The number of purebred animals to which society must look for improvement of the total livestock population is comparatively small. Only in recent years has the Government collected statistics on the number of purebreds. The first reliable estimates, according to the Census Bureau's own statement, are those collected in 1919 and published in 1920. That report gave the total number of horses as 19,767,161, of which 120,540, or 0.6 per cent, were purebreds; the number of cattle, 66,652,559, of which 1,981,514, or 3 per cent, were purebreds; beef animals, 35,288, 100, of which 1,064,912, or 3 per cent, were purebreds; dairy cattle, 31,364,459, of which 916,602, or 2.9 per cent, were purebreds; swine, 59,346,409, of which 2,049,900, or 3.5 per cent, were purebreds; sheep, 35,033,516, of which 463,504, or 1.3 per cent, were purebreds.

These totals include both registered and unregistered purebreds. Census enumerators did not distinguish among animals actually registered with breed organizations and those which might be eligible to registration and those which might be of pure blood but could not be, or had not been, registered. The industry must depend upon the pedigreed animals for improvement, and it is apparent that the number of such animals was smaller in 1919 than the figures and percentages previously quoted would indicate.

The number of breeding establishments greatly decreased from 1920 to 1925. A continued decrease occurred during the next five years, although the number of purebred herds dispersed in the last half of the decade was much smaller than that of the first half. The financial depression and general deflation after the World War were responsible for

the large number of dispersions in the first half of the decade. Further, the number of registered animals in the breeding establishments which weathered the depression greatly decreased, even though the total number of purebreds on farms may have increased somewhat.

A great responsibility always has rested upon livestock breeders. The decreased number of breeding establishments and the increased number of commercial livestock make that responsibility even greater now. Breeders must make the improvements in animals which rapidly changing economic conditions demand. And they must look for their reward among those husbandmen who are willing to buy the produce of their matings and development for the sake of obtaining greater returns in the production of meat, milk, fat, eggs and wool. They must produce the utmost in animal excellency and efficiency. Then they must make their own market. It would seem that the advantages of purebreds would be apparent to the producers of animal products and that the breeder would have no difficulty in marketing. But the adoption of purebreds is among those better practices which for some unaccountable reason farmers in general have resisted.

The Breeder Must Find a Market. — There is no established, dependable or continuous demand for the breeder's product. Breeding animals are not subject to standard grades, classes or prices. For the producer of meat animals and livestock products, markets are maintained within a few hours or a few hundred miles of his farm. He can sell his products any day in the year. But the purebred producer must create his market in a field where no definite demand exists.

His problem is similar to that of the manufacturer of a highly specialized and desirable non-essential which must compete in public favor with many similar products or substitutes of other manufacturers. Demand is potential rather than concrete. There is this difference, however. The manufacturer possesses financial resources with which

to merchandise his wares. He develops both production and selling organizations. There is sufficient opportunity for gain in making and distributing his product to attract skilled men to his service. On the other hand the nature of the breeder's business requires that he be both producer and distributor. The financial rewards have been insufficient in the past to attract skillful assistance in marketing. What help he has received has been inspired by speculative possibilities and it has hindered as much as it has benefited him. In recent years, however, some effort has been made to organize the selling of purebreds somewhat on the basis of methods followed in England. The number of agencies that have been successful in this venture is very limited and the great majority of breeders must continue to assume full responsibilities for distributing their stock until they can safely relieve themselves of the task.

Breeding is an exacting science. It requires more skill, more experience, more good judgment, than the production of fabricated commodities. The mechanic is sure of his result upon the combination of certain materials. He works under definite physical laws. The breeder's raw materials are plastic. He deals with unknown factors, with hidden characteristics that may outcrop to confound him. Much of the time he must guess, and he must guess right. All his faculties are required in developing the breeding sense. Thus he rarely takes opportunity, so absorbed is he with the problems of breeding, to acquire skill in merchandising his products after spending his energies in developing them.

Yet his continued service to the industry as a breeder depends upon his ability to sell his surplus animals at sufficient profit to maintain and develop his establishment. The mechanic is encouraged and required to produce an automobile of superior merits. He devotes his energies to perfecting the machine, just as the breeder devotes his energies to perfecting the animal, but the mechanic is not required to market his product. Other men attend to dis-

tribution, provide the resources for continued output and improvement of the product. The breeder has had to be his own seller and, regardless of what course development of sales service will take, he must continue to be the distributor, to an extent at least, of the product he creates. He must cultivate his own market. He finds it receptive, aware of the desirability of his product, but that it requires stimulation on his part before it will buy. Thus in the absence of a positive demand the breeder must school himself in creating one.

Such is the situation in general. The effort required to sell varies with business and agricultural price cycles. During the World War and for two or three years thereafter, a wide speculative demand existed for purebred breeding stock. But it was, for the most part, a demand by one breeder of another. The active traffic in purebred animals was largely among producers of purebreds. The farmer demand remained about static. If anything, it was discouraged by high prices. For instance, prices of Aberdeen Angus cattle jumped from an average of $311 in 114 auctions during 1919 to an average of $705 in 115 auctions during 1920, according to association statistics. What farmer would be inclined to buy foundation animals for commercial beef production at such an increase? Yet the farmer demand is the logical one for the breeder to seek. True, the farmer demand was excited to some extent during the inflation period, but not in the direction of improving livestock on farms. Rather it was inspired by the possibilities for entering a new and profitable business.

Deflation Distributed Purebreds. — The number of breeding establishments increased greatly during the war period. New breeders were recruited from farmers. Men were moved to get into the new business and profit through the exchange of purebreds. It was among these novices that deflation wrought its greatest havoc. The number of breeding establishments now, in 1929, is only a fraction

of the number that existed in 1919. Deflation sent thousands of purebred animals to the block. It returned hundreds of psuedo breeders to the meat and livestock products ranks.

The disaster which overcame the purebred business was a forerunner of many country bank failures. Many farmers who had become breeders temporarily lost heavily. But the developments which led to their difficulties and even the losses which they experienced were not in vain. Publicity attendant upon expansion of the industry attracted attention. More farmers became convinced of the desirability of better blood. Many of the men who established purebred herds ten and fifteen years ago may never become breeders again, but they no longer will tolerate scrubs and low grades in their livestock projects. Similarly even the farmer who did not become a breeder himself had the advantages of better livestock impressed upon his attention and consequently resolved to build up to some extent the quality of his flocks and herds.

Deflation of the purebred business immediately following speculation which sent prices higher than they ever had been before, and beyond any value based upon the use of the animals involved for ordinary production purposes, really achieved much in distribution. It is true that many purebreds went to slaughter, but the best were reserved. The loss from slaughter of breeding animals was largely in paper profits from a speculative market. Many men reduced their operations to a commercial basis and kept their herds together.

Baldwin Farms, Ellendale, North Dakota, maintained a purebred Angus herd. When the price slump in breeding animals came, the increase from this herd was turned into the feed lots and converted into beef. Instead of registering all the calves, only such heifers and bulls as are to be returned to the herd for replacements are registered. The output of breeding animals may be resumed at any time conditions will justify. In the meantime the farm is

realizing the utmost from feed used in maintaining the cows and converting their calves into baby beef.

The slump in demand for bread grains after the war threw hundreds of acres of marginal land out of production in Wilkin county, Minnesota. Owners of such land offered to lease it for a very low rental. F. O. Pierce, a dairyman, realized the opportunities which this land offered. Much of it had grown up in wild grass. His dairy cows couldn't use it effectively, but beef cattle could. So he bought an entire herd of purebred Angus, the progeny of which is being converted into baby beef. Mr. Pierce thus added another livestock project to his farming operations and at the same time salvaged a herd of purebred animals.

George Sinton, Colorado Springs, Colorado, accepted the opportunity which a slump in purebred prices offered and established a herd of Holsteins. He believed it was possible to build a herd which would produce a high yield of milk with a fat content of 4 per cent. He started with a foundation of cows which produced 3.1 per cent milk. By careful selection he was able to get bulls which would improve that fat percentage. By 1928 he had a herd of 50 cows which averaged 15,000 pounds of milk and the fat test was within two-tenths of a per cent of his goal.

Similar opportunities were grasped by other farmers. The best purebreds were reserved in one way or another for the future improvement of livestock. Where the purebreds were concentrated in the hands of breeders during the inflation period, now they are disseminated among producers of commercial meat, milk, eggs and wool. So today there are more purebred, not necessarily registered, and high grade animals on farms than ever before.

Demonstration Improves Demand. — There may be, as some students of the situation contend, an actual shortage of registered animals. This is a desirable situation from the viewpoint of breeders. With the widespread distribution of purebreds, through which farmers are becoming acquainted with their superior merits over scrubs, this

Thousands of farmers have viewed the Sni-a-Bar demonstrations at Grain Valley, Missouri, wherein the financial advantages of using purebred sires have been proved. These steers are descended from common red cows and are the product of a grading-up process by use of purebred Shorthorn bulls.

shortage will make the breeder's problem of selling easier. Demonstration by his own hand is the most effective means of breaking down any resistance which the farmer offers to better methods. The disaster which overtook the breeding business, therefore, paved the way for its rehabilitation. Experience with purebreds as efficient producers will foster demand for the product of the skilled breeder.

Production Research. — Research workers for the United States Department of Agriculture, the agricultural experiment stations, the colleges and universities have been of great assistance to the animal breeder in solving his production problems. Livestock breeding is, of course, older than any of these agencies. But more rapid progress has been made in improving animals during the existence of the agricultural experiment stations, or during the last 50 years, than was made during the centuries which preceded. Much of this progress has resulted from development of devices and methods by which the efficiency of animals can be measured.

It was natural that effort should be directed almost entirely to production improvement. That phase has been emphasized not only in purebred animals and in market livestock, but in other farm products as well. Improvement of varieties, disease resistance, more bushels, more pounds of pork, beef, wool, milk, fat, more eggs per unit have attracted most of the effort.

Distribution Was Neglected. — It is not surprising, then, that research workers neglected distribution problems in connection with purebred livestock production as they neglected distribution problems in connection with other farm products. While the breeder had all the assistance required in his production problems, he was left to solve his marketing problems alone. True, the work of experimenters and of extension workers has helped to develop a demand for purebreds. Comparisons have shown consistently the greater efficiency of purebreds over scrubs and low grades in the pastures and feed lots. The constant

crusading by county agents, livestock investigators, breed associations and the farm press have aided the breeder materially, but there still is enough indifference to make the demand for purebreds passive rather than active. And demand likely will remain thus, at least to the extent that active effort will be required in selling.

Cost Studies Aid the Breeder. — Pre-war and wartime controversies over production costs resulted from a lack of previous researches into costs. There were no reliable data upon which price guarantees could be based. Government and college economists undertook to determine farm production costs. That involved coöperative record keeping and accounts on farms. Farm management received a great stimulus. Accounting and organizing the farm for most profitable production required study. Efficiency acquired a new meaning in the operation of farms. Ten years after the war agricultural economists were discussing efficiency of livestock along with other major factors that affect farm profits.

Efficiency of livestock involves breeding and utilization. An animal must be bred for the purpose it is to serve. It must be used for the purpose it was bred. Efficiency demands that it be bred to make maximum profitable utilization of the feed and attention it is given. Likewise efficiency demands that it be given the care and attention that will enable it to produce to its fullest ability.

So farm organization and management, a branch of agricultural economics, has come to the aid of the livestock breeder by accentuating the demand for his product, for it is his product which meets the requirements of efficiency. The effect of this work in breaking down the wall of indifference to better methods has been profound and it will continue to have such influence. Practically every state is carrying on cost accounting and farm record projects. Illinois is doing extensive work in this field. Farmers throughout the state coöperated with the University of Illinois in keeping accounts in 1928, and 1,400 completed

records. The work has continued actively in several states since 1915 and 1916. In that time farmers have given closer attention to the business phases of their occupations. Hundreds of meetings have been held in which summaries of these records have been studied and the advantages of farm organization and management have been enphasized. In every one of those records the profitableness of livestock farming has been proved and in every meeting efficiency of livestock has been discussed.

For instance, a special farm accounting project was organized in Woodford, McLean, Livingston and Tazewell counties, Illinois, in 1925, among 240 farmers. Those farmers agreed to keep records three years under the direction of M. L. Mosher, who spent all of his time with the coöperators, and H. C. M. Case, head of the farm organization and management department of the University of Illinois. When the three years were completed, the farmers continued their work under a temporary organization through 1928 and then reorganized the project. In September, 1928, a meeting was held in Normal, Illinois, for presenting and discussing the summaries of the work during the three-year period. More than 700 farmers and their wives attended that meeting and there was nothing but a discussion of the farm business to attract them. They learned that the most profitable farms among the coöperators during those three years were those which had made livestock a major project. And the most profitable among the farms of highest income were those where livestock efficiency was highest.

The man who made the highest income on investment for the three years was a man who produced 363 pounds of pork for every acre he farmed during 1927. He used registered boars and purebred sows and had practiced rigid selection of his breeding stock for several years.

A Favorable Outlook. — Thus breeders who weathered the period of agricultural depression which followed the World War and those farmers who will become breeders

in the future are in more favorable position than those who have gone before. The demand for their product is growing more concrete through the activities of various agricultural agencies, but it is not yet self-sustaining. The breeder of the future will need to pay more attention to marketing. Economic conditions, the need of working capital, the need for more rapid improvement will require greater financial resources than have been required in the past. He will need to expend greater effort in keeping abreast of conditions.

Lessons from the Past. — A review of the factors which have contributed to the unsatisfactory returns received by breeders in the past will suggest possibilities for avoiding difficulties in the future. This study will be especially valuable in the decade or two of reëxpansion which set in apparently about 1927. As has been intimated in preceding paragraphs, breeding ability and selling ability are rarely combined in the same man. The energies of breeders have been absorbed in developing an uncanny skill in making those combinations of blood lines and individual characteristics which result in animal excellency. Consequently, except in rare cases have they developed sales ability to market their products effectively. This is no indictment of the most able breeders. It is true in other vocations. Frequently the most skillful workers, the best men in their professions, inventors, have failed financially because they have been unable to merchandise their products or services successfully.

Then, too, many gifted breeders have failed to develop a successful selling method because they have expected their products to sell themselves. Distracted housewives may make a beaten path to the mouse trap maker's door, but he must first let them know where the best mouse trap can be had. Men who have appreciated the power of advertising, real-estate dealers, bankers, manufacturers, lawyers, who know nothing of breeding principles, have been able to market even animals of inferior quality and to profit there-

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from, merely because they have understood selling. Except for the limited demand which these men have made for real breeders' products, their operations have been a detriment to the purebred business. Some of them have inflated values, trafficked in animals, sold many which a conscientious breeder would have sent to slaughter and taught inexperienced men tricks which they had best not have learned. These men and the practices they follow pass to other fields during periods of inactivity of the purebred business, but again become factors in the trade when opportunities for gain return.

The purebred business must be self-supporting. The true breeder should be able to market his product advantageously so that he may live and accumulate the means to continue improvement of the race of animals. The efforts of breeders and investigators have been centered on production rather than on distribution. Too much attention cannot be given to the improvement of animals, but at the same time the marketing must not be neglected. Failure to distribute the seed stock or to hamper the operations of the gifted breeder through inefficient merchandising of his product is too much like filing the discoveries of science in an unfrequented library.

Of necessity advertising in one form or another is the basis of purebred livestock marketing. Breeders have appreciated this fact for years. That has led them at times to spend liberally but not always wisely. Perhaps they have realized their own shortcomings in merchandising. At least many have endeavored to purchase selling ability and they have paid dearly. Because they have given so little consideration to this phase of their business some have been led to injudicious expenditures and to practices that have led to ruin.

Purebred livestock is not under advertised. Yet no business has paid so dearly for the market service it receives. Few businesses could survive with such little returns for its expenditures in advertising. Millions of dollars were spent

by breeders every year during the inflation period in the purchase of spurious service. They spent freely but not wisely.

Production for Specific Markets. — Part of the difficulties which the purebred livestock breeder meets in marketing his product are his own fault. Others are the result of conditions. Few men who enter the business consider the methods of production they will follow, the market demand they will attempt to supply. These may not seem important, but attention to this particular detail will simplify their marketing problems. Many breeders seek to attain the highest. They hope to find a market for their animals among the best herds and flocks in the country. This is a laudable ambition but it frequently leads to injudicious transactions and disappointment. Too often the inexperienced man will pay a long price for foundation stock from an established breeder and expect to develop his own reputation in a short time. High prices are attractive, but only the few can produce stock that will command them. The demand for such animals is limited. It is possible, by buying the best foundation available, and that does not always mean the highest priced, and by exercise of good judgment, careful selection and mating, to build up a herd or flock which the very best breeders will patronize. This, then, is one market for the breeder's product and should be the goal of every one in the business.

Some breeders aim for a broader market. They produce a quality of animals which will work improvement on the average herd or flock. They may hope to become famous breeders sometime, but must finance their operations and the improvement of their stock by sale of increase. This method is slower but satisfactorily remunerative.

There are others who aim at the farmer trade. They maintain enough breeding animals to market a given number of sires and dams each year at a price which the average farmer can afford to pay. Still others maintain purebred breeding stock to furnish market or production animals and

aim to sell any surplus to the farmer trade. Such breeders are able to supply sires, in particular, which will improve farm animals and receive prices slightly in advance of the market for beef, pork, veal or mutton on the hoof.

A modest start frequently has been developed into a considerable fortune. Carl Peterson, Watertown, South Dakota, bought one purebred Shorthorn cow, November 1, 1906, for $73. On November 1, 1928, he compiled a record of her increase. She had been responsible for the production of 359 animals. Riverside Princess and her increase have paid for a farm, its buildings, and developed an income-producing herd. Purebred breeding has been only a part of a well-rounded farming program on the Peterson farm.

In certain localities herds are maintained for the production of range bulls. In many cases range men have contracted with such breeders to furnish replacements by the carload. This seems to be a satisfactory method and insures a market at least some time in advance. If the animals which go out prove satisfactory, the establishment may build an enduring trade in this way.

Probably the markets which most breeders find have been largely accidental, but for the beginner there are attractive possibilities in considering the methods he will pursue to fill a given demand. By so doing he can plan his selling campaign accordingly.

Developing Business. — In developing business there are several important avenues of approach. No one method is best. Most successful breeder-salesmen follow several methods. They adopt advertising and publicity methods which bring trade. Assuming of course that the product justifies the expectations of purchasers attracted by the advertising, the success of a breeder will depend primarily upon his ability to make himself and his stock noticed. Some of the publicity and advertising methods that have proved effective for some breeders and the methods of production they follow may not be suitable for others, yet many of them are adaptable and full of sugges-

tions. The shortcomings of breeders in this respect are not in the methods but in their failure to adopt, or to try, different ones.

Purchase of advertising space is only one of the different means of attracting attention and creating a desire for products. It is the principal one available and practically the only method the producer of merchandise or services has of attracting customers. The livestock breeder is situated much more advantageously for obtaining publicity and free advertising than other producers. If a live merchant or manufacturer had the same opportunity, he would grasp it without hesitation.

Breeders in search of mediums in which to spend their advertising budgets find no dearth of publications which will return them many dollars' worth of inquiries for every dollar spent. Their big problem is one of selection to find the ones suited to their needs, to select those that reach the trade to which they cater. The medium selected will depend to some extent upon the market to which their methods of production are adapted. Market papers will reach range men and feeders who produce their own market animals. Farm journals will reach these and in addition farmers and breeders. Local newspapers will attract breeders and farmers from the immediate vicinity. Breed papers will attract men interested in that particular breed.

Livestock advertising copy, like the whole purebred marketing problem, has been neglected. Breeders in general are not schooled in the psychology of advertising appeal and consequently have not given a great deal of attention to preparation of their advertisements. For the most part they have bought a certain amount of space and delegated the writing of it to the paper representative, who in many cases is a better salesman of space than he is an advertising man. An examination of livestock advertisements of a hundred years ago and of the present does not disclose any material changes in the wording, the appeal or the arrangement. Needless to say that the advertisements of

merchandise have changed greatly. Modern so-called "commercial" advertising has become a highly developed psychological science.

As long as the general run of livestock and breed advertisements are no better than they are, as long as they continue in the same rut, there is opportunity for the breeder who will give careful study to the preparation of his copy to gain material advantages in the effectiveness of his advertisements.

Several agencies are available to aid breeders in the disposal of their surplus stock. These are peculiar, in a few instances, to the industry. The fieldman, for instance, is an institution of the business. He originated, probably by suggestion from methods of obtaining commercial advertising fifty years ago, as a means of stimulating business for farm papers which hoped to develop an important source of revenue from such a project. He corresponds to the commercial advertising solicitor, but performs broader functions for his clients.

The livestock auctioneer is in a class by himself in comparison with block salesmen of other commodities. To sell livestock successfully he must be more than a noisemaker and comedian. The sale manager is finding a more and more important niche in livestock auctions. Breed associations with their advertising campaigns and field representatives are facilitating the movement of purebred animals. Agricultural colleges, producers' organizations, commercial bodies, community organizations, business men, bankers, farmers' organizations are aiding in creating a demand for livestock improvement, all of which facilitate selling. Breeders who make the fullest judicious use of these agencies can profit immeasurably.

Purebred livestock will not sell itself. Nor will anything else, for that matter, unless some crisis confronts the prospective purchaser. Under normal conditions active competition exists, and that is especially true in breeding. The producer who is the best seller will profit most. He at least

must be salesman enough to market his products at a profit that will enable him to stay in business and improve his stock. He must develop this ability. He cannot, except in rare instances, employ salesmen because his business will not justify the expenditure. He must be producer and distributor.

One of the greatest obstacles to an easier flow of purebred livestock to the consuming centers is the lack of business methods of breeders. The industry is supporting hundreds of men who do not fortify their sales expenditures with business methods. They advertise, buy breeding stock, employ service and lose the effect by failing to grasp the advantages thus gained.

Consideration of details in marketing purebreds will be given in the pages that follow. Many breeders have solved or are on the way to solution of their marketing problems. An effort will be made in later discussions to elucidate upon their methods in the hope that their example will be helpful to others.

Out of the experiences of men who have pioneered in bringing modern methods to the marketing of purebred livestock, comes a wealth of suggestion to the man who would improve his methods of marketing breeding stock. He can build his selling plan from the foundation they have laid. And in the example of a few he can gain encouragement that it is possible to combine breeding ability with selling ability without detriment to the development of skill in animal improvement.

From the experiences of these comes the assurance, despite the many failures which accompanied post-war depression, that purebred breeding offers opportunities for profit commensurate with the effort expended. Such assurance is found in C. G. Good, Belgian breeder, Ogden, Iowa. He paid $47,500 for the famous Farceur. And four years after the stallion had died he said that Farceur was the cheapest horse he ever owned — that he would pay as much for another horse as good. Mr. Good brought the first

Belgians to Boone county, Iowa, in 1899. Now the territory around Ogden is the Belgian breeding center of America.

Of Mr. Good, Dr. C. W. McCampbell, head of the animal husbandry department of Kansas State Agricultural College, said: "He is one of the most constructive breeders in America and I doubt if his judgment is equaled in Belgian circles. He has succeeded by building from the ground to the top of his breed. He is a true breeder, as fine a man as you will meet in many a day. He is one of the few men who has breeding sense and the ability to market the product of his skill at a living price."

He passed through the greatest period of depression the breeding industry ever experienced with his capital and his blood lines intact. In that period salesmanship not only saved his breeding establishment, but it made two of the worst years in the horse business the best he had experienced in 23 years.

Here and there are other breeding establishments which have endured longer than the ordinary span. The Crapo Hereford herd, Swartz Creek, Michigan, was established in 1860 and S. T. Crapo, present owner, is the third generation of the family in succession to breed Herefords on the farm. Mr. Crapo advertises his cattle as the oldest herd of registered Herefords in North America kept continuously on one farm by one family.

In 1856 Dr. L. H. Twaddell founded a Jersey herd on his farm near Westtown, Pennsylvania. The farm has produced Jerseys continuously since then. This has been credited with being the oldest Jersey herd in the United States.

The Ravenswood Shorthorn herd, Cooper county, Missouri, founded in 1839 by Nathaniel Leonard, is the oldest of the breed in the country. It has survived 90 years and endured through three or four generations. Wood Dale Farm in Pettis county, Missouri, has been in the Gentry family since 1819. A Berkshire herd was established there in 1834, when Richard Gentry bought a foundation of im-

ported purebreds. The herd passed to his nephew and stepson, N. H. Gentry, whose abilities as a breeder are known throughout the country. In 1920 Mr. Gentry stated that 15 to 20 generations of Berkshires had been produced on the farm and that he had bought only one boar in 35 years. He is one of the few men who can practice inbreeding safely.

So there are herds 25, 50, 75 and almost 100 years old that have weathered many periods of depression. These are evidence that salesmanship and breeding ability, purebred production and satisfactory compensation are not incompatible.

Comparative Returns. — Production of purebreds generally is more profitable than production of market animals or livestock products. At least it can be made so. Likewise it offers greater opportunities for gain than general farming. In support of this fact G. L. Emmert & Sons, Mason City, Iowa, explained:

"We have estimated that purebred hogs pay us 25 per cent more profit, over a period of years, than market hogs. Results will fluctuate, of course. Some years the purebreds will give a greater and some years a smaller percentage than that quoted. There is considerably more work in purebred than in market production and the greater expense has not been deducted in the percentage given. For the last five years (1924 to 1928) our purebreds have averaged $50 a head income above all costs except feed."

The Emmerts likewise afford a comparison of purebred income with general farming income. Of course the difference might be accounted for by the greater attention given to purebreds. But they consider that for the effort expended, purebreds will pay better than general farm production. During the last 10 years their average net income from purebred hogs has been $3,000 a year and from general farming the net income has averaged $2,500 during the same decade.

The reasons for failures are rather tersely summarized by the firm. "The business has not been profitable to the

average breeder: First, because he became discouraged when success did not come immediately at the start. Second, because he failed to make his offering worthy of the publicity given it. Third, because he failed to live up to the guarantee whenever an animal proved a non-breeder. Fourth, because he failed to advertise properly according to the merit of the stock for sale. Fifth, because he failed to feed and develop his offering properly. Good hogs are the breeder's best advertisement. Sixth, lack of understanding of the fundamental principles of breeding and failure to fix an ideal toward which he should strive in his breeding. Seventh, using antagonistic out-crosses. Eighth, inattention to small details either in management of the herd or in selling surplus animals. Ninth, inability to adjust himself to a narrow profit margin after the boom times. Tenth, expecting the reward of a constructive breeder without first having earned it."

Opportunity awaits in purebred production and purebred marketing. Success will come to him who observes the fundamental principles of both. The succeeding chapters deal specifically with the factors that are involved in that success.

CHAPTER TWO

PUREBRED MARKETS AND SYSTEMS OF PRODUCTION

Few men, in undertaking purebred livestock breeding, consider the market they will attempt to supply or the method of selling they will employ. In most instances beginners assume that a demand exists for the quality of stock which they will be able to produce. They bend their attention to production alone, to building up a herd or flock that will command respect in the breeding world. Their surplus finds whatever outlet it may. However, the market which a breeder supplies is more or less definite whether he considers it or not. Either with or without conscious effort on his part, his business will develop along certain channels. This will depend upon the location of his establishment with respect to meat, milk or wool producing regions, breeding centers, grazing areas, feed-producing sections, centers of population; the kind of farming practiced in his territory; the class of animals, the quality of his stock, bloodlines of his herd or flock and his ability as a breeder; transportation facilities, climatic conditions and any number of additional factors. In most cases a breeder's ways of selling will adapt themselves to his system of production. The market and any unusual methods of selling ordinarily develop quite by chance rather than by deliberate intention.

Classification of Breeders. — Purebred livestock production falls into two general classes according to the emphasis placed upon the breeding project by the herd or flock owner. In the first class are those who devote their attention primarily to breeding and who subordinate other farm production to this end. Among these will be found the breeders of

horses, beef cattle, dairy cattle, swine, sheep and poultry who produce the seed stock and replacements for improving the races of farm animals. Also in this class will be found those who produce the mediocre purebreds.

In the other class are those who make purebreds a sideline to some other farm project. Among these will be found many dairymen who keep purebred cows because they in general produce more milk and fat than grades and because the registration facilitates sale of calves and surplus mature stock. Most of the purebred dairy stock is produced by men in this class. Then there are sheep, swine, horse, poultry and a few beef cattle breeders who fall into this classification. Some farmers maintain a herd of purebred brood sows to supply their feeders. The expense of registration is met by selling for breeding purposes a few of the selected gilts and boars from each season's farrowing. In the same way small sheep and poultry flock owners market breeding stock when their main project is mutton and wool or egg and meat production. A few farmers use purebred brood mares for work stock and make them pay their maintenance by producing purebred foals, which are in such cases by-products of home-produced farm power. This custom is growing and eventually will result in great improvement of the general run of farm horses.

With respect to the outlet they find for their surplus animals, breeders are divisible into four classes. The first of these are the producers of animals and animal products for the general market. Among them would be those who produce pork, beef, mutton, poultry, wool, milk, butterfat, eggs and work stock. They maintain purebred herds and flocks merely because of the higher quality product, the more efficient use of feed which the animals afford. The poultryman, for instance, will keep standard-bred birds because they lay eggs of uniform quality, color and size and because the surplus birds are uniform in form and coloring of covering and skin. The sheep man will keep purebreds because of the uniformity in color, texture and quality of the

fleeces and because the lambs will make most efficient use of the feed he gives them. Producers of pork and beef find that purebred animals generally will attain desirable market weights and finish in the shortest time and on the least amount of feed. The yield of milk and fat from purebred dairy cattle as a whole is greater than from scrubs and grades and they require no more food in proportion to their production. Purebred horses produce more uniform and more desirable progeny than grades or scrubs.

Breeding animals become, under such conditions, a by-product of a major project in the production of market commodities. Farmers who follow this system of production can be found in almost any community. To defray the expense of maintaining the purebreds they reserve a few of the best animals for selling to farmers and small breeders as breeding stock. Such a plan is followed by John T. Mullen, Litchfield, Minnesota. Pork production is one of the major projects on his farm. He maintains a purebred herd from which to produce his fattening hogs. He always breeds a number of gilts more than he will need to produce pigs for himself. These sell readily before they farrow to farmers at a small advance, probably $10 a head, above what the gilts would bring on the fat hog market. Thus the extra income not only pays for maintaining a purebred boar but affords an income above market prices for the surplus females.

Similarly Whiteside Brothers, Hamilton, Ohio, maintain a herd of Hampshire swine for producing pork, yet they keep the breeding stock registered so the most promising of their offspring may be sold to farmers for breeding animals. Dan D. Casement, Manhattan, Kansas, follows the same practice with his hogs. He believes cross-bred hogs make the best feeders, but to supply cross-bred feeders he must have purebred sires and dams. Consequently he maintains two breeding herds, one of Duroc Jerseys and one of Poland Chinas. Mr. Casement reserves a few boars and a few sows and sells them at auction. They are usually taken by farmers in the neighborhood or in surrounding counties. He does

not attempt to produce foundation stock, nor to cater to established breeders. His offerings are intended to appeal to the ordinary farm trade.

In the next division are the breeders, usually with small herds and flocks, who produce breeding cattle and sheep for the range trade; and those who supply boars and brood sows to farmers who produce feeder pigs and market hogs. The sires and dams which are marketed from these small establishments produce animals which go directly or indirectly to the block as beef, mutton or pork.

In Nebraska, Kansas, Oklahoma, Texas, Colorado, particularly and to some extent in Western Missouri are many beef-breeding establishments which supply males and females to the producers of meat animals on western ranges. They aim only to supply a type of animal that is required by their trade and they breed in large enough quantities that they can ship in carload lots, either to a single customer or to a group of customers. Their trade becomes well established and year after year they dispose of their surplus in a given range country.

In some cases breeders have made contracts with range men to supply bulls. R. H. Hazlett, Eldorado, Kansas, one of the most constructive Hereford breeders in America, sold his bulls in that way for six years.

" Just before Murdo McKinzie left for South America, I met him in Chicago," said Mr. Hazlett. " He expressed a desire to buy my entire bull output for the Matador people during the next five years. I did not agree to reserve all the bulls, but accepted his proposal to the extent of promising to sell any of the surplus that should be available at the time he called for them.

" During the following five years he took most of my bulls. We had no set price, but he paid current prices and the arrangement was satisfactory to both of us. When the agreement expired it was continued by common consent the next year.

" I have known cases where breeders have contracted to

furnish bulls at a given price for a specific number of years and so far as I know the arrangement proved mutually satisfactory."

In some of the Western States, particularly Idaho, are many Hampshire sheep flocks which specialize in the production of purebred rams for range flocks. So great has been the development of this business that Idaho became the greatest purebred Hampshire state in the Union. Mrs. Minnie W. Miller, Wendell, Idaho, bought a farm after she became a grandmother. She established Guernsey, Duroc Jersey and Hampshire herds because she liked the breeds and without giving consideration to possible outlets for her surplus stock. The selection of dairy cattle was very fortunate because the rapidly developing dairy regions of the Pacific Coast States made an excellent market which has taken all the surplus she has had to sell. The Hampshires were an inspiration because sheep raisers of the Snake River country had always been forced to shop for purebred rams. Mrs. Miller's flock was especially welcome. The Duroc venture, however, was a disappointment. She had an excellent herd built before she realized that her farm was too far beyond the pork belt to justify swine breeding. She sold the herd to some of the Northwestern experiment stations.

Throughout the Corn Belt are swine breeders who produce for what they call the "farmer trade." This means simply that they supply the kind of boars which producers of market hogs consider they can afford to buy.

In the third division are breeders who produce the seed stock and replacements for those in the first two classes. They are the great middle class of breeders and perhaps are the most important. Some of their stock may be marketed direct to the range trade or to the producers of meat animals and a few may be good enough to attract the attention of the very best breeders, those of the fourth class.

This last division includes the best that breeding ability

can produce. In such herds and flocks the famous show animals, the great sires and dams and the seed stock for breeders in the second and third divisions commonly originate. The market for surplus animals of these breeders is provided by herds and flocks in the third, to some extent by those in the second and by those within the same division.

Naturally breeders strive to attain the highest recognition of their calling. This last class, therefore, is the goal of nearly all breeders of the other classifications. They desire such recognition, not alone for the more ready sale which will be afforded their surplus, but for the honor attendant upon becoming a leader among breeders. Such breeders are the most widely known in the country. Their methods of production are not so much a matter of choice as of chance. Their market in general is made for them as a result of their fame and recognition. They produce replacement animals, when the introduction of new blood is necessary or desirable, for other breeders in the same class. It is from such herds and flocks as these that wealthy persons who make purebred livestock production a hobby, obtain their foundations. Many such herds and flocks, however, were not developed through the efforts of a single breeder, but were assembled through sheer ability to buy the product or services of master breeders.

The limits of this particular field are rather definite, made so by several conditions. In the first place, the breeders who reach the pinnacle of their vocation are few. Their animals are so valuable that their market is somewhat limited. A lifetime is required to attain such position and in many cases is not reached until the business passes from one generation to the next.

Many herds and flocks are famous, not through the breeding ability of the owners, but from the fact that they possess wealth enough to assemble some excellent animals. Sale of surplus among such producers is not so much a method of marketing as it is a system of swapping. These

herds have served a useful purpose in providing a market for the products of legitimate breeders.

Group and Age Specialization. — Within the various classes of breeders are many who specialize in producing and selling animals in groups or animals of given ages. Stantz Brothers, Dickinson county, Kansas, specialize in weanling Duroc pigs. At one time they made special prices on a boar and two to four sows and if a breeder desired as many as 5 sow pigs, a boar was sold to him at half price. They have made special effort to attract the 4-H club business.

J. C. Banbury & Son, Pratt county, Kansas, breeders of Polled Shorthorns, offered reduced prices for foundation groups, particularly during the depression period. The S. M. S. ranch specializes in the production of Hereford breeding heifers for production of commercial cattle. Carload lots of these heifers are shipped every year from their ranch in Jones county, Texas, to Corn Belt and eastern farms.

Groups of dairymen in Wisconsin and Oregon have specialized in marketing weanling or even suckling dairy heifers. A few breeders in certain localities where dairy cattle are scarce and farmers have difficulty in finding satisfactory family cows have built up a non-competitive business by producing heifers, breeding them and breaking them to milk when they calve. Some Red Polled breeders find a ready demand for their cows to such trade because of the beef-making qualities of their cattle. Farmers like them because their calves can go right into the feed lot and make a profitable beef animal. One Ayrshire breeder in a prairie grass region followed this same plan. He sold all the cows he could develop from a small herd. Another Ayrshire breeder has specialized in producing and selling bulls to his neighbors. He is in a section which ships cream to centralizer creameries. Many hog breeders specialize in bred sows. Such specialization usually occurs when the breeder is engaged primarily in pork production but main-

tains a purebred herd. Occasionally a beef breeder will develop a special bull trade, not with any particular class of producers, but by reason of some unconscious ability will become a jobber of bulls and in so doing will specialize to a certain extent in production of bulls also.

Blood-Line Specialization. — Another specialized production not peculiar to any given class is that of blood lines. Anxiety Herefords are known all over the country and there are scores of breeders who have intensified the blood of the famous Gudgell & Simpson importation. Nearly every breed contains families which are popular and many herds are built primarily or exclusively upon those families. Occasionally a group of breeders will coöperate in promoting such families. The advantage, aside from the excellence of the blood itself, for such organization or concerted action is primarily one of advertising. A notable example is a Holstein group who every year hold the National Ormsby Sale and are making an active campaign to promote the distribution of cattle descended from the famous Pietertje Maid Ormsby.

Requirements for Individual Auctions. — Quantity production of purebreds, aside from any of the special considerations previously mentioned, lends itself to marketing through public auctions. The breeder who plans to sell regularly in this way must prepare to produce at least enough animals that he can select forty to fifty for sale once a year. Hog breeders prefer to hold two auctions a year, one in spring and one in the fall. Sometimes these sales are advertised as spring boar and gilt offerings, sometimes as bred-sow sales. If the breeder has a good boar and especially one that is well bred, or has gained a reputation in the show ring, he may consider a bred sow or gilt sale advantageous. But in any case the breeder must be experienced, reasonably well known and produce a large enough number of surplus animals to fill a sale if he is to have a successful auction.

Fred G. Laptad, Lawrence, Kansas, has reduced his pro-

NATIONAL ORMSBY SALE

The Greatest Sale of Animals of One Blood Line in History

150 HEAD

110 Females — 40 Males

Every Animal in the Sale is a Descendant of

PIETERTJE MAID ORMSBY

The World's Champion 30-day producer in 1911 with a record of 145.66 lbs. In seven days she made 35.54, which was the second highest at the time. She has a 1,350-lb. daughter and heads a 4-generation group averaging over 1,000 lbs. She is the only cow in the world having four sons that have each sired 1,000-lb. cows.

World's Record Production

Exactly half of the U. S. Butter Champions in the 305-day and yearly divisions, including the highest record cow over all ages and breeds, are descendants of **Pietertje Maid Ormsby.**

Show Ring Champions

Three of the four Grand Champions and over half of the first prize winners at the last two Nationals, and the All-American "Get of Sire" groups for four consecutive years, are descendants of **Pietertje Maid Ormsby.**

World's Greatest Sires

The three leading sires of 1,000-lb. cows are a son and two grandsons of **Pietertje Maid Ormsby.** Tied for fourth place is a bull whose two nearest dams are granddaughters of **Pietertje Maid Ormsby.**

Most Popular Blood

Five of the six highest selling Holsteins during the past year, including the highest priced cow sold since 1920, were descendants of **Pietertje Maid Ormsby.** The highest averaging dispersal in recent years was of a herd of this same blood.

More Great Producers, More Great Show Animals and More Great Sires Trace to Pietertje Maid Ormsby Than to Any Other Cow of Her Time

JULY 18-19 MINNESOTA STATE FAIR GROUNDS MINNEAPOLIS - ST. PAUL

Reproduction of the cover page of a mailing piece prepared by The Melin-Peterson Company in advertising the National Ormsby Sale. Note the selling points that are mentioned. The sale is promoted by a group of breeders who are producing animals of a definite line of breeding.

duction to a definite program. He holds two sales a year regularly. Production of purebred hogs is only one of his farm projects. He aims to supply herd sires and foundation stock to small breeders and farmers. He maintains two herds, one of Polands and one of Durocs. His sale offerings consist of about half of each breed. He contends that his sales are more successful by reason of this fact. In the first place, by offering only half the number of each breed, competition among the buyers is stronger than it would be if the entire lot were of that breed. In the second place, he can attract a larger number of buyers by making a combination sale. His crowds normally come from communities within a radius of 10 to 40 miles. Most of the buyers are farmers. By maintaining the two breeds he can appeal to a larger number of customers than he could if he kept only one.

In many cases the breeder who does not have enough animals to make a sale will buy some from smaller breeders. Such practice is legitimate and safe enough if the breeder knows his business. Sometimes a breeder will develop a market for more animals than he can supply. In that case he either buys or enlarges his production facilities by farming out females to surrounding farmers or breeders. He may sell the females outright and run the risk of being able to buy as many of their increase as he needs, or he may let them on shares, or agree to take the increase at whatever price may be agreed upon at delivery, or he may act only as sales agent, in which case he may take a commission for his services or get his return merely by establishing a reputation for providing a market for the increase of stock he sells.

Many small breeders sell at private treaty. They do not produce in large enough quantities to hold an auction and they do not have facilities to dispose of more stock than they can produce themselves. The ambition of such breeders usually is to reach the place where they can hold an auction.

Some established breeders have built up a large trade at private treaty. They do not care to hold auctions because of the expense and because they desire to avoid the practices which too commonly attend regular selling by this means. The auction is, if successful, a good advertisement and to build up a trade without it is sometimes difficult and always slow. Yet some of the men who have been most successful in marketing their purebreds have rarely if ever held an auction. An example are Tomson Brothers, Dover and Wakarusa, Kansas, who have depended upon advertising, showing and their breeding ability to dispose of their Shorthorns.

Small Breeders and Coöperative Sales. — Coöperative auctions are well adapted to the needs of breeders who produce in small numbers. In recent years community livestock breeders' associations have been formed. Providing an outlet for surplus stock is one of their main objects. Without the consignment sale men of small means would have difficulty in becoming established and in selling their surplus. Most breed associations provide such sales regularly, but frequently they draw from such large territories that they do not affect a very large number of small breeders. Also the consignment sales fostered by national organizations as a rule have drawn from large herds more extensively than small ones, particularly where only one or two sales a year have been held. They have functioned more as distributors of good seed stock than they have as an outlet for the production of small breeders.

Now, however, a large number of district, county and even community organizations exist. These hold sales occasionally, some of them twice a year. They have proved a real help to men who have only a few animals to sell each year. The coöperative auction has enabled many men to build up their herds to where they have been able to hold sales of their own.

In some communities breeders have continued the cooperative auction because they were content to continue

production in a small way as a sideline to a general farming business. In dairy communities where milk or cream production is the principal interest and breeding animals are only a side issue, the coöperative sale is helpful indeed.

Communities which by reason of natural adaptations, by chance or through deliberate action, specialize in producing a given breed, find the coöperative or consignment sale well adapted to their purposes. They benefit materially from the advertising which naturally accrues from a collection of a large number of animals of one breed. They can hold sales regularly, have a large number of herds from which to select and can attract buyers from great distances.

Except for individuals who have very large herds the community breeding center offers the only supply for carload buyers. They can make up carloads of animals of a given line of breeding at a minimum of expense to the buyers. Usually the local breed organization appoints one of its members or officers sales manager. He not only manages the auctions, but provides transportation so that visitors can inspect the herds of members at a minimum of expense and without loss of time.

Further suggestions concerning the adaptations of selling methods to systems of production will be found in the pages which pertain to selling practices followed by different breeders and organizations.

CHAPTER THREE

EARLY HISTORY OF LIVESTOCK ADVERTISING

Livestock advertising dates back more than a century. In fact some of the first advertisements which appeared in newspapers of this country pertained to farm animals and runaway slaves. Purebred stock did not receive a great deal of attention until about a hundred years ago and the early livestock advertising related chiefly to stray animals.

An examination of farm papers of a hundred years ago discloses very few advertisements of any kind but of the ones which appeared many were of stock. The first newspaper west of the Mississippi River, the *Missouri Gazette and Louisiana Advertiser*, established by Joseph Charless, October 5, 1808, in St. Louis, contains the first livestock advertisements ever published in the Middle West. Whether other papers would give evidence of earlier purebred advertising only a careful examination would disclose. The farm papers of that day and even twenty years later, contained very few purebred advertisements.

Charless was an enthusiastic booster for the Louisiana territory and apparently was interested in farming. His paper devoted a great deal of attention to agriculture and the natural resources of the territory around St. Louis. He was a great believer in sheep production and was especially interested in Merinos.

The first issue of his paper contained an advertisement by Patrick Cullen in which he announced under date of August 24, 1808: "Taken up on the Gaskernaid (evidently Gasconade) River 150 miles from the mouth, 2 horses. One

black and 15½ hands high and the other a bright bay, branded B."

The following advertisement also appeared in the same issue: "A dark brown mare 4 years old strayed or stolen from Rufes Easton's stable in St. Louis in June, 1807. She has a large white snip in her face, long bodied, heavy mane and tail and trots fast." Easton offered a reward of $10.

J. Bruff advertised that he might offer for sale a pair of handsome well "prok'd and well matched horses if the prospect for liberal prices will justify it."

Under date of December 14, 1808, Meriwether Lewis advertised a sale of six "public horses and the residue of 23 horses delivered to him by the Osage Indians who took them from inhabitants of the territory."

Wm. Mathers advertised that he had taken up six cattle: "black and white 'heiffer,' 3 years old; 1, brindle steer, 3 years old; 1 red and white 'heiffer' 3 years old with young calf; 1 small red 'heiffer' 2 years old with a young calf; 1, red and white cow 5 years old with yearling 'heiffer.'"

In the issue of January 17, 1809, Erasmus Ellis advertised in a sale at Mine Au Breton, district of St. Genevieve, among other things "2 sorrel horses, 1 bay horse, 1 white horse, 1 black mare and 10 head of neat cattle."

Beginnings of Purebred Advertising.—The first reference to purebreds was contained in the issue of April 12, 1809. Reuben Lewis carried the following advertisement:

"FOR SALE

"A stallion of fine blood (which may be seen by reference to a certified pedigree now in possession of the subscriber) about 5 feet, 3 inches high, well proportioned, six years old this spring. He was trained last fall by Major David Musick of this District who will satisfy any gentleman of his powers as a courser. The subscriber being about to leave this country will dispose of him on very advantageous terms. Any gentleman wishing to possess himself of so valuable a horse will apply immediately, as he may be otherwise disposed of."

An advertisement by Sinclair D'Gervais dated September 2, 1809, offered "a 500-acre plantation containing a large apple orchard, also a number of valuable Negroes, some fine horses and blooded brood mares and a Neat Coachee."

On October 9, 1809, Rufes Easton resorted to advertising in settling a dispute between himself and John M'Kean who had rented Easton's farm, 3 miles north of St. Louis for four years and had been furnished with "15 cows and calves, 1 yoke of large oxen, 1 breeding mare, 5 sheep, 2 breeding sows, 6 shoates, and $1\frac{1}{2}$ dozen fowls." That was evidently a "diversified" farm.

The following advertisement was placed in the *Missouri Gazette and Louisiana Advertiser* March 15, 1810:

"THE THOROUGHBRED HORSE

"OSSIAN

"Formerly owned by Reuben Lewis, will stand at my stable about eight miles north of the town of St. Louis, the ensuing season, and will be let to mares at the moderate rate of six dollars each, the same to be discharged in merchantable produce, if delivered at my plantation, near St. Louis prior to the first day of December next. Three dollars for a single leap, to be paid in cash when the mare is covered or $12 to ensure the mare with foal. Mares entered for ensurance will be considered as being with foal if disposed of by the persons owning them before it is ascertained whether they are with foal or not.

"The season will commence on the 25th day of March and expire on the 1st day of July next. I will not be accountable for accidents or escapes.

"Ossian is a fine dark chestnut sorrel, fully 16 hands high, young and vigorous, for bone and muscle equaled by few horses on the continent and surpassed by none. Persons wishing to encourage the raising of horses will do well to breed from this horse. The annexed affidavit of his blood proves him to be descended from the most approved stock of the continent, without a flaw for five generations or as far as his stock can be traced.

"S. G. Swain.

"PEDIGREE

"Virginia, Albemarle county Sct: This day Richard Ariston personally appeared before me, a justice of the peace for Albemarle county and made oath that the sorrel horse colt he now calls Ossian

was gotten by Col. John Holms's imported horse, Sterling, and foaled his property in the spring of the year 1803, and came out of Arreston's (Ariston's) filly, who was got by Boyer, her dam by Wildair, her granddam by Boyer's Imported Fearnought, her great granddam by the imported horse Sterling, out of a Trawler mare raised by Col. Tho. M. Randolph. Given under my hand this 30th day of October, 1807. Signed, Dabney Miner."

Then followed an affidavit from the court clerk which verified that Miner was a justice of the peace. This was followed by a statement from David Musick, who certified that he trained Ossian the preceding fall and that he was the best horse he ever tried. " I do further say that he can for $1,000 outrun or beat any horse, mare or gelding, two mile heats in the territory of Louisiana or Illinois or that has been in said territories or either of them during the last six months."

An advertisement under date of March 16, 1810, which appeared in a later issue of the paper stated that Young Spread Eagle would stand at the stable of his owner, Joseph Moore, 16 miles from St. Louis on the St. Charles road. The fee was $8 payable in cash, beef, pork, young stock, either hogs or cattle. Then followed a statement by Joseph Boswell, Lexington, Kentucky, dated January 10, concerning the horse's pedigree.

" Young Spread Eagle, a beautiful bay horse, 5 years old last spring, which I sold to Mr. A. Gallatin (of St. Louis) was bred and raised mine, and was gotten by Imported Spread Eagle, a horse imported from England, his dam by Apollo, by Col. Syms' imported Apollo out of Taylor's famous Highflyer mare, his blood equal to any in the state of Virginia.

" From a trial made last fall on the turf, Young Spread Eagle is one of the most promising horses I know of. His colts, of which I have two, I think as large and fine as I ever had."

In the issue of May 24 appeared an announcement which while not an advertisement will be of interest:

"MERINO SHEEP

"We are happy to learn the safe arrival of the ship *Edward* from Lisbon with 45 genuine full blooded Merino Sheep. Massachusetts is indebted to the patriotic exertions of Messers Cornelius Coolidge and Francis Oliver, merchants of this town for this valuable acquisition to its manufacturing interests."

The quotation is not credited, but apparently it was taken from a Massachusetts paper. Evidently the writer foresaw the establishment of a woolen milling industry as a result of this importation.

An article in the issue of August 2, 1810, gives an account of a sheep shearing by the Hon. Robert R. Livingston at his mansion in Clermont, New York. A Rambouillet and a young full-blood ram sheared 9 pounds each, and a yearling ram sheared 11 pounds. Mention is made of full or whole blood, $\frac{15}{16}$, $\frac{7}{8}$ and $\frac{1}{2}$ blood wool. Livingston is credited with having introduced Merinos into this country.

A printer, probably Charless, advertised in the issue of May 15, 1811, that he would like to buy some young ewes.

The *Gazette* of March 26, 1814, carried an advertisement by Lewis Martin that " The well bred horse Dragon, will stand at my stable in the township of St. Ferdinand, 12 miles from St. Louis and 8 miles from St. Charles." Concerning the breeding of this horse the advertisement stated that " Dragon was got by Sippo and Sippo by the imported Unis and his dam by the imported Magog, his grand dam by the imported Black and All Black." The following month, April 14, 1814, Abraham Gallatin of Merino Farm, near St. Louis, advertised that he would give " the highest price for any number of first quality ewes or ewes and lambs to be delivered on either side of the Mississippi river." This is one of the first references to a farm name and it indicates that Gallatin was a breeder of Merinos.

In the *Missouri Intelligencer and Boon's Lick Advertiser*, Franklin, Missouri, the first newspaper west of St. Louis, the early livestock advertisements were also of stray animals. The first issue was printed under date of April 23, 1819. In

the second issue, April 30, appeared an advertisement by William Ridgway that he had taken up a dark bay horse.

The *Missouri Gazette and Public Advertiser* of St. Louis, which had by that time changed the last part of its name, contained an advertisement January 22, 1819, which announced that George Kelly of St. Ferdinand township had taken up a cow and calf. The cow was described as white with red ears, two fore feet and one hind foot of red.

In his "History of Shorthorns in Missouri," page 30, John Ashton, of the Missouri State Board of Agriculture, reports the discovery of an advertisement in the *Missouri Gazette*, which he is convinced "after long and tedious searching" is probably the first advertisement of its kind relating to improved cattle in Missouri. It was dated September 12, 1821, and ran in every issue of the paper after that date until the end of the year, as follows:

"FINE CATTLE

"The subscriber has a few very fine English Blooded calves which he will exchange for cows that will calve in October, November and December.

"Wm. C. Carr,
"Kenanowen, Near St. Louis."

Concerning Carr's offering, Ashton said: "The calves, it is practically certain, were high-grade Shorthorns. It is hardly probable that they could have been purebred. They or their dams were doubtless brought into the state by a settler from one of the older settled states where Shorthorn blood already was being disseminated at that early date." Possibly Ashton is right in assuming that they were not purebreds, but it is no more improbable that they were than that they were not purebreds. True, they likely were not registered, but purebred livestock was not unknown in that region at that time and if there were Thoroughbred horses there might have been purebred cattle.

Sinclair Kirtley advertised in the *Missouri Intelligencer*, October 8, 1831, that he would sell "my well known brood

horses, Prince and Tyger." On April 14, 1832, W. Provines, Columbia, Missouri, advertised "The Thoroughbred Horse, Spartin," for service. Spartin was "by Winter Arabian, captured during the late war and designed for the King of England. His dam, Sleepy Poll, was got by Imported Speculator, his granddam, Lame Sorrel."

In the same paper of March 24, 1832, appeared an advertisement of "The Game Horse, Bertrand." The service fee was to be $10. "Bertrand was got by the 4-mile horse Bertrand and out of a Whip mare. Bertrand was got by the renowned Sir Archie and out of Eliza by the imported horse Bedford. Eliza was out of the imported mare, Manbrino, as by the English studbook appears."

Advertisements in Early Farm Papers. — *The Plough Boy*, published by S. Southwick, Albany, N. Y., was one of the first farm papers in the United States. The first issue was printed in 1819, but the writer has not seen an earlier copy than that of June 2, 1821, which was marked Vol. III, no. 1. Very few advertisements of any kind were found in the paper. In fact the publisher seemed very little interested in revenue outside of subscriptions. That, however, was true of both newspapers and farm papers in early days.

Probably the first livestock advertisement in this paper was that announcing the sale of a stallion under date of March 30, 1822:

"FOR SALE

"HAMPTON ARABIAN

"A FIRST rate STUD Horse, four years old the 15th of June last, fifteen and a half hands high, dapple grey, a cross of the first blood English Arabian and Narragansett breed of horses and exhibits as much activity and elegant symmetry of form as any horse of his age — If not sold by the 15th of April, will be let for service.

"John Watson, jun.

"East Windsor Conn., March 30, 1822."

In the issue of May 18, 1822, appeared the advertisement by a Mr. Featherstonhaugh of "Janus, a full blooded descendant of the Godolphin Arabian." Janus was bred by

General Wade Hampton. His pedigree appeared on page 408 of that issue.

Another early farm paper was *American Farmer*, published in Baltimore. In the issue of July 6, 1827, Vol. IX, John S. Skinner advertised for sale "A fine, high spirited Jackass, six years old, imported from South America, remarkable for vigor, etc., will be sold for cash or exchanged for a thoroughbred mare and colt. Mare must be of good size and clear pedigree, etc. Inquire of editor *American Farmer*." An advertisement, page 296, November 30, 1827, of the same paper gave the pedigree of the stallion Tippo Sultan. Examination of these early farm papers discloses an increasing interest in purebred livestock. The advertising business grew very slowly. However, advertisements of purebreds were almost as numerous as those of commercial products. During the '30's and '40's reference to purebreds in the advertising columns became more and more frequent.

The *Cultivator*, published in Albany, N. Y., by Jesse Buel, Esq., president of the New York Agricultural Society, contributes very little to the study of livestock advertising history. Buel apparently intended it as an organ of his society. Caleb N. Bement, Three Hills Farm, $3\frac{1}{2}$ miles west of Albany, New York, advertised February and March, 1836, Durham cattle, Hampshires and Southdown bucks, Bakewell and Saxony bucks, imported Berkshires, Improved China hogs, crosses between Berkshires and Chinas, crosses between Mackeys and Chinas and Pure Chinas. This same Bement advertised in the *American Agriculturist* thirteen years later.

Daniel S. Curtis, Canaan Centre, New Hampshire, announced through the columns of the *Cultivator*, February 1, 1836, that he would sell 50 choice young bucks and portions of his flocks and ewes. The animals were to be numbered and samples of the wool taken and exhibited on date of the sale.

These were the only livestock advertisements in the first two volumes of the *Cultivator*.

The New England Farmer, Boston, of July 15, 1840, contained an advertisement for the sale of 20 "full blood Dishley or New Leicester ewes and 1 ram, price $10 each. Apply at the Farmer Office." In the same issue, Joseph Breck & Co., implement dealers, advertised Dorking fowls. A week later appeared the advertisement of the Society of Shakers, Howard, Massachusetts, in which they offered pure-blood Berkshires. In the issue of September 7, 1842, John Gills offered Southdowns. Aside from these, however, there were very few livestock advertisements in the entire volume or in the issues of years immediately following.

Beginning of Mail Order Business.—The first issue of the *American Agriculturist*, New York, April, 1842, edited by A. B. & R. L. Allen, contained an advertisement by A. B. Allen: "A few pair of choice Berkshires, out of late importations, can be supplied after the 15th day of May, delivered in New York City at $25 to $50 per pair or on board steamships at Buffalo, N. Y., at $20 to $40 a pair, two to four months old; price to depend on age and selection. "China pigs as above, $15 to $25 per pair. Address either Buffalo or New York, according to place required for delivery."

An article in the May, 1842, issue by one who signed himself "L. A. F." mentioned Shorthorns, Devons, Merinos, Herefords and other breeds in the Connecticut Valley. He referred to Collins and Lathrop, South Hadley Falls, as importers of Bates Shorthorns. In that issue appeared an advertisement by Dr. Andrew Campbell that Bellfounder, a trotting horse, would stand at Middletown, Butler county, Ohio, during the season.

R. H. Hendrickson, also of Middletown, purchased space quite extravagantly to tell about an offering of "Thoroughbred" Berkshires from "late imported boars, Windsor Castle, Earl Craven and Sultan." He also mentioned "20 choice sows purchased of A. B. Allen, part of his recent importation." Pigs by pairs were offered at $30 to $50 on the canal at Middletown or on steamboat at Cincinnati.

Hendrickson also had for sale "pigs bred from the superb boar, Kenilworth, of a stock of the largest and finest kind of white hogs in England, also imported by Allen last October, crossed on the splendid large Miami white hogs of this county. The Miamis have been long noted for their large sizes, animals of this breed occasionally come up to the enormous weights of 1,200 and 1,400 pounds, and it is believed that the cross of Kenilworth on them will easily attain the weights of 700 to 1,000 pounds at 18 months and 2 years old if well fatted. Pigs of this cross $25 per pair caged and delivered as above. Refer to the editors of this paper."

And we thought that the big type hog was of modern development! Note that Hendrickson mentions the white hogs of Miami county. No doubt he had something to do with the development of Chester Whites.

Apparently one John Mahard, Jr., of Ohio established a precedent in writing sale copy when he advertised a sale in the same (May, 1842) issue of the *Agriculturist*. On page 63 appeared the following:

"GREAT SALE OF DURHAM CATTLE

"Near Cincinnati, Ohio, on Thursday the 30th of June, 1842

"THE Subscriber will sell at auction, at his farm six miles from Cincinnati on Thursday the 30th day of June next his ENTIRE STOCK of Improved Short Horn Cattle, numbering in all 27 head.

"The sale will commence at 10 o'clock A.M. and continue until *all are sold*.

"The terms of sale will be for all sums over $100, 12 months credit with the privilege of *two* years, with interest on the second year, and approved security.

"Arrangements can be made on reasonable terms to have the cattle that are purchased, kept at the risk of the purchaser until fall if required.

"BULLS — PEDIGREES

"No. 1, *Prince Frederick* (for portrait see No. 7, Vol. 2 of the *Western Farmer and Gardener*) a rich roan; calved 28th Sept. 1837, got by Ohio; d. Octavio by Denton; gr. d. Sylvia by San Martin; gr. g. d. Mrs. Mott, Imp. in 1817, *Ohio* got by Mercutio, d. Mandane, (bred by Mr. Baker of East Layton, selected and purchased in England by Col.

Powell in 1820) by Richmond; g. d. Mary Ann by North Star; gr. g. d. by Mr. Allison's son of Sir Dimple; gr. gr. g. d. by Sir Dimple; gr. gr. gr. g. d. by Layton; gr. gr. gr. gr. g. d. by Styford; gr. gr. gr. gr. gr. g. d. by Colling's Lame Bull.

"*Mercutio*, sire of Ohio was got by Adonis; d. Zulinda, by Malcom; g. d. Desdemona by Frederick; gr. gr. d. Delia by Cleveland; gr. gr. g. d. Red Daisy by Major; gr. gr. gr. g. d. by Windsor; gr. gr. gr. gr. g. d. by Punch; gr. gr. gr. gr. gr. g. d. by Hubback.

"*Adonis*, got by Malcom, imported by Mr. Powell. (See English Herd Book for all these noble animals on the sire's side by Prince Frederick.)

"*Denton*, got by Champion; d. Lady Munday by San Martin; g. d. Mrs. Mott, Imported."

The pedigree of Bull No. 2, Napoleon, followed in the same detail. Eight bulls were offered in the sale: Marion, Fantastical, Franklin, Album, Pilot and Pym in addition to the first two. Part pedigrees were printed of the 19 cows. The advertisement occupied $1\frac{3}{4}$ columns of a page 6 inches by $9\frac{1}{2}$ inches. Mahard evidently preferred using advertising space to printing a catalog. That catalogs were in use at that time is indicated by an advertisement in the issue of August, 1842.

"An important sale of Short-Horn Durham cattle. Splendid Durham Dairy stock from the herd of James Gowan, Mount Airy. Sale 8th Sept. 1842, on the Exposition Grounds of the Philadelphia Agricultural Society. Bulls and calves from Dairy Maid, Pocahontas, Victoria etc., and by the celebrated bulls Colosta, Prince of Wales and Leander.

"Catalogs will be ready in due time and cattle will be on the grounds two days beforehand."

Apropos of the methods of reporting pedigrees, an editorial appeared in the June issue in which the editor objected to counting the *g*'s attached to the distant ancestors of animals. The editor believed that it would be possible to use a figure instead of so many *g*'s. He selected a pedigree to illustrate what he meant:

"Minerva, calved May 6th 1837, by Jupiter (244) dam Ora, by Saturn, (230) d. 2 Latona by Orcus (221) d. 3 Juventa, by Ajax (215) d. 4 Lais by Memnon (210) d. 5

Courtesy Kansas City Stock Yards Company.

Parade of purebred cattle before the night show crowd at the American Royal Live Stock Show.

Fulvia, by Pan (199) d. 6 Siren by Pluto (168) d. 7 Styx by Charon (143)."

Said the editorial: "This strikes us as more simple and we hope that the gentlemen appointed to superintend getting up the American Herd Book will take this subject into consideration."

The method then in use by the Herd Book was quoted as follows:

"Minerva, calved May 6th 1837 by Jupiter (244) dam Ora, by Saturn (230) g. d. Latona by Orcus (221), g. g. d. Juventa, by Ajax (215) g. g. g. d. Lais, by Memnon (210) g. g. g. g. d. Fulvia, by Pan (199) g. g. g. g. g. d. Siren, by Pluto (168) g. g. g. g. g. g. d. Styx, by Charon (143)." Is it any wonder that the editor rebelled at counting the *g*'s and recommended substituting figures that would indicate the number of dams removed an animal was from one whose pedigree was given?

In the *Agriculturist* of March, 1843, appeared an advertisement of a sheep farm, 1,500 acres, for sale by John Rose, Little Vermillion, La Salle county, Illinois. He offered 1,500 good, strong, healthy white-faced Cheviots and three fine Paulor Merino bucks.

The fourth issue of the *Genesee Farmer*, April, 1845, published by B. F. Smith Company and edited by Daniel Lee, Rochester, New York, contained announcement of a sale of "full-blooded" Norman horses by Edward Harris, Moorestown, Burlington county, New Jersey.

Ayrshires were advertised by C. N. Bement, Three Hills Farm on the Cherry Valley Turnpike $3\frac{1}{2}$ miles west of Albany, New York, in the January, 1849, issue of the *Agriculturist*. He also had some crosses of Ayrshires and Durhams, two young boars and several breeding sows of the Medley breed, which he desired to sell. "Catalogues, with pedigrees" were to be furnished on the day of the sale. This is the same man who advertised in the *Cultivator* of 1834.

George Vail, Troy, New York, April 1, 1849, advertised an

auction of Shorthorns. The offering was to consist of 30 head " which go back to Whitaker of England and also some that go back to Thomas Bates." Vail appealed especially to Southerners. He stated in his advertisement that the breed would thrive in South Carolina because Col. Hampton had bought a bull from him which had prospered in that state. A. B. Sumner, editor of the *South Carolinian*, Columbia, had written a letter to Vail and supplied the information that there were " twenty head of his get now in the yard." Thus Vail employed a device in his advertising, that of lending authority by use of another's name, which has become common in advertising of this day.

An article in the issue of November, 1849, objects to the holding of auctions at the " late state show " (the New York State Fair). The writer, R. R. S., stated that " We understand that large purchases of almost every description of improved livestock were made." It seems that the railroads had transported the stock to and from the grounds free of charge. The objector contended that the auctions detracted from the fair. " Let as many private sales be effected as may be," he said, " but if people are bold enough (foolhardy, we should rather say) to offer either good or indifferent animals at auction, after all the experience hitherto had at our annual shows, let them take other grounds etc. and other time." Apparently the show auctions had not proved profitable.

Samuel Allen, 189 Water Street, New York, advertised in the December, 1849, issue that he had for sale Durhams, Herefords, Devons; Saxon Merino, Cotswold, Leaviter and Southdown sheep; Lincolnshire, Suffolk and Chinese pigs. He also announced that he was in the market for a pacing stallion three to six years old.

Increase in Livestock Advertising. — During the 50's livestock advertisements became more numerous but in comparison with the number which appear in modern farm papers they were few indeed. Many issues of the agricultural papers of those years contained no livestock adver-

tising at all. Very little improvement either in copy or display was noted over those which appeared in the *Missouri Gazette*, *Missouri Intelligencer* or the *Plough Boy*. Many of the advertisements were merely simple statements that the breeder had a certain kind of stock for sale. They were similar to the " cards " carried now in the livestock classified departments of farm papers and breed journals. These probably were effective in bringing inquiries because they were very few and there was not so much competition for the buyer's attention. Even today, advertising men and breeders contend that a well-worded " card " with a little display is the cheapest form of livestock advertising and quite effective.

A few selections from the *Country Gentlemen* of 1857, then published at Albany, New York, will show the tendency of advertisements in that decade, although they are not materially different from those already quoted. B. V. French, January 8, was content merely with the announcement that he had Suffolk pigs of pure blood for sale. A more pretentious advertisement was:

"PURE BRED STOCK

"For Sale — Thoroughbred Durham cattle, Pure Bred Spanish sheep, French sheep, Suffolk Pigs and Essex Pigs. Apply to J. S. Coe, Tippecanoe, 4½ miles east of Brownsville, Fayette county, Pa."

Although some of the advertisements were of dealers or importers, which thus explains the larger number of breeds offered, it will be surprising to the modern breeder that breeders of sixty to seventy years ago kept so many different classes and breeds of stock. From study in the development of the industry through the decades, it appears not improbable that many of the breeders were keeping the animals for meat, milk and wool production and sold breeding stock as a side line.

S. P. Chapman, Clockville, Madison county, New York, offered in the *Country Gentlemen*, January 8, 1857:

"Short Horn male animals. Holton (red roan, calved, August, 1847) — $500. Grand Duke (white, calved February, 1855) — $200. Semmetry (red, calved May, 1856) — $150.

"Females: Dinah 2d (white, calved June, 1856) — $125. The above all have good pedigrees.

"My farm is only six miles from Canastota (N. Y. C. R. R.) where I will be pleased to meet persons who may wish to see these animals."

Another advertisement in the same issue simply announced that E. Marks, Camillus, Onondaga county, New York, had "short horns," long-wool sheep and Suffolk pigs for sale. B. & C. S. Haines, Elizabeth, New Jersey, advertised that they were offering Shorthorns "at private sale":

"The subscribers offer for sale a few BULL and HEIFER CALVES the get of their prize bulls *Astoria*, 221, A. H. B., and of *Lord Vane Tempest 2d*, 669, A. H. B., together with a number of *COWS* and HEIFERS. We also have SUFFOLK PIGS from the Jackson importation and a few superior BERKSHIRES.

"Illustrated catalogs of our stock and any information concerning them can be obtained of C. M. Saxton (a printer of agricultural books) 140 Fulton Street, New York, or of the subscribers."

B. V. French, Braintree, Massachusetts, advertised Devon cattle in the same issue. Then, January 15, 1857, Dr. Herman Wendell, Albany, New York, offered for sale a Bates bull, imported Lord Ducie and a bull calf, Beautfort. In this same issue appeared a partial pedigree of the "Devon Cow, Edith," which might have been an advertisement or merely a news note. The announcement stated that she was "calved October 9, 1848, bred by the Earl of Leicester and imported by Col. L. G. Morris in 1850. Sire, Barton, bred by Mr. Turner — gr. sire, Hundred Guinea (56). Dam, Emily (158) by Spencer — g. d. Ellen (157) by Quartly — gr. g. d., Evergreen (159) bred by the Earl of Leicester. Edith was purchased at Col. Morris's sale in June last by Capt. J. Hilton, president of the Albany County Agricultural Society, by whom she is now owned."

In the issue of June 4, 1857, appeared the following:

FANCY FOWLS AND EGGS

Black Spanish	—$10 a pr	Eggs $3 a dozen
Gray Dorkings	— 8 " "	
Leghorns	— 8 " "	
Silver Polands	— 6 " "	
Golden Polands	— 6 " "	
Black Polands	— 6 " "	

This is the first advertisement of standard-bred chickens, or, as the advertiser called them, " fancy fowls," discovered in the examination of publications which covered the preceding half century. No doubt advertisements of poultry breeding stock appeared before this one, but they were by no means general even in the 50's.

In the issue of June 4, 1857, appeared an advertisement for " a Durham bull to be sent to West Virginia and bred to native cows. Must be purebred. Any one having such a bull which they are willing to sell at a very low price may find a purchaser by addressing Farmer, Box 741, Baltimore, Md., Post Office, giving price, size, age, color, etc."

C. S. Wainwright, advertised a sale of North Devon cattle in the issue of June 11. The sale was to be held June 17.

Wainwright published a schedule of trains on the Hudson River Railroad which would enable buyers from Albany to reach his place. He advised that visitors who came by any of these trains except the last would " have a chance to see the stock before the sale. Conveyances to The Meadows will be waiting at Rhinebeck station."

During the next decade breeders were giving consideration to mail orders. The advertisement of A. B. Allen in the April, 1842, *American Agriculturist*, mentioned prices of breeding animals " at New York or on board steamships at Buffalo," but whether he had mail orders in mind is not clear. However, there is no question that George B. Hick-

man, West Chester county, Pennsylvania, intended to develop a mail order business when he advertised in the January 1, 1864, issue of *Colman's Rural World*, which was published in St. Louis by Norman J. Colman, first Secretary of Agriculture.

In bold-faced type, Hickman announced:

"PREMIUM CHESTER COUNTY WHITE PIGS

"Constantly on hand, a well selected stock of purest Breed Chester County White guaranteed to be of the purest and finest quality. These pigs make more weight for feed consumed than any other breed, frequently 500 to 700 pounds at 16 to 18 months old. George B. Hickman, West Chester, Chester county, Pa.

"N. B. Pigs shipped by express to all parts of the U. S. at reasonable prices. Dec. 1 — 6 mos."

This was the only livestock advertisement in that issue of the paper. L. B. Silver, Salem, Ohio, January 15, asked prospective purchasers to "Send for description of the finest thoroughbred Spanish Merino Sheep, Chester White Hogs and imported fowls in the country."

In the issue of February 1, H. C. Graff, Maysville, Ohio, notified the public generally that he had prize blooded stock for sale, including Yorkshire, Chester White, Berkshire sows, Shorthorn bulls, goats, Merinos and fancy poultry. "All stock carefully bred and delivered to express company with food, etc." Graff was clearly appealing to mail-order buyers.

L. Mills, Webster Groves, Missouri, evidently felt that some explanation was necessary for his advertisement in the December 15, 1867, issue of *Colman's Rural World:*

"SUPERIOR SWINE FOR SALE

"To avoid 'in and in' breeding I will sell a Suffolk boar, 18 mos. old, no better in the state, for $40.

"1 thoroughbred Suffolk boar, 1 year old, $30.

"1 black Berkshire $3\frac{1}{2}$ years old and 1 Spotted Berkshire do. — very fine, Price $20 each.

"1 black Berkshire and 1 White Suffolk sow 18 mos. and 15 mos., $30 ea."

W. H. Glasco of St. Louis county had, a few months earlier, advertised the sale of grade Alderney cows because he intended to produce " full-blooded " stock thereafter. The cows were the progeny of a " full-blooded " bull and his " best milch cows bred " for his own use and were " three fourths and seven eighths blood."

During the next 20 years no appreciable change is noticeable in the appeal or make-up of livestock advertising. The number of purebreds increased greatly and as a consequence competition became stronger. The period after the Civil War was one of expansion, migration and settlement. The purebred livestock business grew along with other industries. Breeders began to specialize. Instead of half a dozen breeds they kept one or two, as examination of their advertisements show. The number of advertising mediums increased greatly. But there was no appreciable change in the amount of livestock advertising until the late " Eighties," or early " Nineties." During the last fifty years it has increased remarkably, under strong stimulation, and has all but kept pace with the development of commercial advertising in lineage but not in preparation of copy, attractive display and psychological appeal.

CHAPTER FOUR

LIVESTOCK ADVERTISING SINCE 1880

Until about 1880 livestock advertising developed naturally and without stimulation. Very little increase occurred in the amount of advertising in farm papers from year to year between the "Thirties" and the early "Eighties." Only by comparing the issues by decades or by periods of several years can the increase be noticed. Even then one is struck by the fact that the increase in number of breeders who sought the aid of advertising in selling their stock was not proportionately so great as the increase in number of breeders.

After the Civil War purebred production expanded as other industries developed. The great increase in purebred herds, however, came within the first quarter of this century and the last half of that period showed a greater increase in herds and flocks and in animals than the first half. But it was not until after 1880 that the great volume of livestock advertising, which reached its maximum during the World War period and for a year or two after the Armistice, began to develop.

Two causes may be assigned to its slow development. In the first place, publishers of farm papers did not realize the importance of livestock advertising; breeders were widely scattered and could not be solicited except at great expense even though publishers had considered obtaining revenue from this source; they were more interested in commercial advertising because it was easier to get, cost less to sell, paid better returns and was more certain than livestock advertising. In the second place, breeders did not realize the importance of advertising in disposing of their

stock. For the most part, normal demand for breeding animals and foundation stock kept just a little in advance of the supply until the "Eighties." Breeders in the eastern states where agriculture was more stable enjoyed a good demand for their stock. True, some of them advertised but in a more or less perfunctory manner. They did not feel, nor was there, any great necessity for it.

Enter, the Fieldman. — But increasing competition among them in selling and an essential overproduction for the limited market made possible a project by a western farm paper which revolutionized livestock advertising, farm journals and the purebred business itself. Like all revolutions it went too far and well-nigh escaped control. Practices which became too common during the first twenty years of the present century — and they were a direct result of this innovation in livestock advertising — have made some students of the subject wonder whether the purebred industry has not been hindered more than it was helped by the change.

In 1881 a company of Illinois men bought the *Kansas Farmer*, which had been founded in Leavenworth, in 1863, but which had been moved to Topeka in the meantime. Among the group who formed the company were a recent graduate and a member of the teaching staff of Illinois Wesleyan University. They brought along a youngster, H. A. Heath, who had completed his sophomore work, to sell advertising. At that time there were not many breeders in Kansas and the *Kansas Farmer* carried only a few advertisements. In the early "Seventies" the publisher had established a *Breeders' Directory* in which appeared small classified advertisements of purebred livestock. In the issue of January 14, 1874, only two advertisements appeared under this heading. Within six months the number had grown to more than thirty, and finally was built up to two thirds of a column. By 1880 the commercial advertising had greatly increased and the *Breeders' Directory* seems to have been dropped.

H. A. Heath was the first livestock fieldman.

When the new company assumed charge of the paper, probably half a dozen livestock advertisements were running regularly and not more than half were of Kansas herds. Heath was interested in livestock. He had been brought up on a purebred livestock farm and the community in which he had lived in Illinois was a breeding center. He was quick to realize the possibilities for developing the industry in Kansas. Accordingly he began to visit breeders, solicit their advertising and subscriptions. Everywhere he went he suggested the advantages of a livestock breeders' organization. He was eventually responsible for organizing the Kansas Improved Livestock Association.

Under the stimulation of Heath's activities the livestock advertising increased rapidly. Many of his customers were eastern breeders. Many New England sheep men had ranches in Western Kansas. He visited those ranches and became acquainted with their owners. Naturally they desired to sell breeding stock to Kansans. They advertised. Heath attended the " Blue Grass " sales in Kentucky, which were arranged in circuit and were renowned in their day. He was able to point out to Kentucky breeders the importance of extending their market westward.

Just when he began to work the livestock field, eastern breeders were beginning to experience difficulty in selling at home. They had established the sale circuits to attract buyers from a distance. This in itself was an innovation in marketing. Auctions were not common in the pre-Civil War period and not many were held even during the " Seventies." This move on the part of Kentuckians to hold sales in series was quite daring. It was obviously a master stroke because, as breeders have come to know, a series of sales will attract more buyers than an isolated sale. These sales gave buyers an opportunity to view a large number of herds at a minimum expense and loss of time. They served to distribute stock and broaden the market.

But the very fact that sales circuits were established

necessitated more advertising. Heath was able to sell *Kansas Farmer* service to the Kentuckians, the New Englanders and to a large number of other foreign breeders in Illinois, Indiana, Ohio and Pennsylvania. By 1885 the *Kansas Farmer* was carrying full pages of illustrated "card" advertising, a big volume of sale copy and the revived *Breeders' Directory* was attracting two and three columns of classified.

Kansas breeders responded not only to Heath's work but to the influence of the increase in advertising space. Men who saw their neighbors and fellow breeders in other parts of the state advertising bought space more readily. In many cases they sent their copy in without solicitation. The number of breeders and amount of space grew rapidly. The project paid *Kansas Farmer* well. Had it not been for the foreign business, however, the paper likely could not have supported the project, but with all the eastern breeders clamoring for western business, Heath's plan was presented at the opportune time.

Rest assured that other farm papers in the Middle West were not long in adopting this method. They marveled at the increase in livestock business in *Kansas Farmer* and were moved to learn the cause. One of the first publishers to take up the plan was the late James M. Pierce of the *Iowa Homestead.* Pierce had learned of the project while visiting relatives in Topeka. Other papers began to employ field representatives. Among these were the *Livestock Indicator*, at Kansas City, later purchased by Pierce; the *Drovers' Journal*, at Chicago, now one of the Cornbelt Farm Dailies; the *Nebraska Farmer*, then published by Heath's brother; the *Kansas City Price Current; Colman's Rural World*, St. Louis; and the *Breeders' Gazette.*

Heath was, perhaps, not a livestock fieldman as the term has come to be applied. He was merely a publisher's representative who solicited advertisements in the country and at the same time built up a good will for his paper among the leading breeders of the day. He did not seek to sell his

services. He had only advertising to sell and that is all any representative of any paper should sell to livestock breeders. Exploitation of the idea came many years later and reached its climax nearly 40 years after Heath originated the plan.

For 10 years Heath sold livestock advertising, but he finally became publisher of the paper and other duties occupied his time. He employed other men to do the work. Frank Tomson, for many years associated with Shorthorn affairs and himself a member of the Tomson Brothers breeding establishment at Wakarusa, Kansas, gained his first experience as a livestock representative on the *Kansas Farmer*. W. P. Brush, who represented the *Livestock Indicator*, later worked for Heath. William Penn Anderson was livestock representative for the *Drovers' Journal* in the early "Eighties." Other fieldmen were W. M. Lambing, who represented the *Iowa Homestead;* George Cantrill of the *American Swine Herd*. M. T. White, who has probably been in the service longer than any other man, is still with the *Iowa Homestead*. Jesse R. Johnson, and his brother, J. W. Johnson, who are employed by the Capper Farm Press, are among the fieldmen who have had many years of experience. The latter was the first fieldman employed by Arthur Capper, who in his earlier career as a publisher had been a close student of Pierce's projects and probably reached his decision to employ a field representative from the success of Pierce's venture. Both Johnsons had had experience in soliciting purebred advertising as representatives of their own paper, the *Western Breeders' Journal*, at Clay Center, Kansas. Heath is still living in Topeka, although he retired from farm newspaper work in 1908.

Livestock advertising developed in the western papers to a greater extent than it did elsewhere. The eastern papers concerned themselves primarily with commercial copy. They were published at the source of manufactured products and commercial advertising was more dependable,

and the revenue from it was more important to their existence. They continued to let livestock advertising take its course for many years after the western papers began to develop it under pressure. In fact, many of them have not to this day paid any attention to this source of revenue. For some of them the cost of obtaining it would exceed the revenue derived.

Another factor in favor of the western papers in this respect has been that until recent years the market for purebred animals has been westward. Eastern papers circulated in a territory where a surplus of purebreds was produced and their columns were not so effective for the general run of breeders as those of the western mediums. Livestock advertising in the eastern papers increased but not as it did in those of the West under the stimulation of fieldmen, publishers and the rapid increase of livestock and human population.

Pierce was probably the first publisher to realize the possibilities of field representatives in increasing revenues and in lending prestige to his papers for soliciting commercial advertising. Manufacturers were justly suspicious of farm paper circulation up to the time the Audit Bureau of Circulation, the Agricultural Publishers' Association and other similar organizations were formed and before the Post Office Department began to regulate the operations of circulation departments. Pierce used the livestock advertising which appeared in his papers effectively in convincing commercial advertisers that his publications really had a standing among the farmers and influential men of agriculture. This thought led the Pierce Farm Weeklies, and no doubt other journals, to continue their livestock advertising services long after they began failing to meet the expense of their own maintenance.

Lambing has been credited with having been the first fieldman as the term is now conceived, but only in so far as his work was concerned. Pierce evidently believed that his livestock representatives might be of greater service to their

customers than merely their advisers in preparing copy. Presently fieldmen began buying for breeders, or directing prospective customers to the herds they visited. In many cases the fieldman was able to perform a real service because many of them, like Frank Tomson and George Bellows, were breeders themselves. They knew livestock. It was under such circumstances that the breeder, unconvinced that advertising would pay, began buying the services of fieldmen by purchasing advertising space. Here was a man, the breeder reasoned, who was traveling the country constantly, visiting all the breeders, keeping abreast of events, a man of some influence, a breeder himself, a man who could buy for him or direct prospective purchasers to his herd or flock. He was a man who could do the breeder a deal of good.

Therefore the breeders would secure his good will by taking some space. The fieldman certainly would boost for the fellows who spent their money with him. In this thought developed the false basis for livestock advertising. For years breeders have bought the services of fieldmen, not advertising.

Competition in Space. — Rarely did early livestock advertisements exceed a column in width and more than two, three or in exceptional cases five or six inches in depth. Most of Heath's efforts resulted in what are known now as "cards," small copy, but little more pretentious than the present-day classifieds. But when these cards became numerous enough to fill a page or two in each issue, the advertising of any breeder attracted very little attention. Then originated, during the "Nineties," the competition of display.

A few breeders began to adopt the obvious method of attracting greater attention. They used "big" copy, and got results. They rarely followed the saner plan of preparing more attractive copy by using white space, a border or any of the many devices that will make a small advertisement stand out on a page of jumbled type. For the

most part they strove to see who could buy the most space, regardless of how the type was set or what was said in the copy. Very few of the fieldmen, many of whose salaries or earnings from commissions depended upon the amount of business they brought to the paper, offered discouragement to the contest.

Very few of the fieldmen were advertising men in the sense that the term is used in the commercial field. They were usually breeders and were hired because of their wide acquaintance, because they were good mixers and were able to get business. They knew very little of the psychology of advertising and were not skilled in the preparation of copy that would, in the parlance of newspaperdom, "pull." Breeders by reason of their inexperience knew less about advertising, its uses and effectiveness when properly applied, than the fieldmen did. And to a grievous extent this same condition exists today.

When breeders reached the limit of space in one issue, double page spreads, then began the competition in extravagancies, in size of type, blackness of type, variety of type in one advertisement, weird and dizzy composition, but, most foolish of all, in unbelievable and unreasonable statements. Today the superlatives mean nothing in a livestock advertisement. But the battle rages even to a lame attempt of employing super-superlatives.

During the first twenty years of the fieldman era, publishers confined their efforts to soliciting business from breeders and rendering such service as they could through their advertising representatives. There seems to have been very little inclination on the part of fieldmen to exploit the opportunities presented to them. And it is doubtful if such exploitation ever would have developed or been tolerated had not unscrupulous competition entered the field.

Selling Fieldmen's Services. — About 1900, publishers began sending their fieldmen to sales. This marked another change in marketing purebreds. Competition between

publishers for livestock business was probably responsible for this innovation. True, fieldmen attended sales before that merely because they were interested or because they were asked to be on hand in an advisory capacity by some breeder who desired their help. But it was not until about this time, according to Heath, that the purchase of advertising space by a breeder implied that the fieldman would attend his sale. It is unfortunate that the precedent ever was established. It has served to remove livestock breeders as a whole farther from the realization of the true purpose for which they spend their advertising money.

But something had to be done. One breeder could buy as much space as another. One publisher could give as good display as another. Sending the livestock representative to the sale was a lever to get more business, to get the breeder's name on the contract. At first it got business. It still gets some, but it is not the final assault that it once was. The fieldman then and now who can promise the delivery of several bids at a sale had and has little trouble in selling advertising. The breeder knew that this fieldman could, in his travels through the country, obtain several orders for stock. One order might mean several bids on half a dozen or more animals. That would have a beneficial effect upon the sale. If the fieldman had a reputation for " carrying bids " he usually got the business. Nor could the breeder be blamed. It was good business for him to sign the contract and insure the fieldman's attendance.

Some of the fieldmen began to look for orders, to solicit them, then to fish for hints that would justify a few bids, without buying, if no orders materialized. At first the fieldman attended sales because he was interested and because he could broaden his acquaintance and compile a list of prospective advertisers. He frequently served in an advisory capacity. He helped his friends to arrive at values in their bidding on certain animals. S. R. McKelvie, now publisher of the *Nebraska Farmer*, was recognized

by breeders as an authority and his presence at sales was demanded. Other fieldmen either put themselves forth or were set up as authorities.

Finally there entered the fieldman who became a bidder with commission to buy. He became a factor in the sale. He made speeches, helped in the ring as assistant auctioneer. He was always very much in evidence. When he " carried bids " he did not wink or nod at the auctioneer. With all the ostentation that he could assume he shouted. There should be no doubt as to who was bidding. He was advertising his services. To the credit of many fieldmen, they held aloof from these tactics.

Competition among publishers led to many foolish practices. From the outset they offered lower rates to livestock advertisers than to other advertisers. Soon they began to vie with one another in lowering rates. So much did they lower their livestock rates, to induce breeders to use their columns, that only in boom times did the revenue equal the cost of obtaining the business.

Not only did they offer this concession, but they were soon indulging in another excess, the " field note," which was nothing more than a gift of additional space. The advertiser would contract for several quarter or half pages, or a card to be run in every issue for six months or a year. The fieldman would write a field note in which he praised the breeder's offering. Sometimes the notice would be about two inches deep or it might be six inches or half a column. The length of the field note and the extent of the praise was measured not by the merit of the offering but by the size of the order. Why breeders and publishers did not realize the folly of field notes cannot be explained. Of course before the Post Office Department began requiring the labeling of all matter which upon its face was not recognizable as advertising, the field notes might have been mistaken for editorial comment, but even so all but the most gullible must have recognized the source of inspiration. If a man can buy praise, he can have anything said about

himself or his product that he may desire. In this case, however, his rubbing merely set the cat to purring. The more he rubbed, the more it purred. There was no guarantee as to how much it would purr for a given amount of rubbing, but he knew it would not scratch. The extent of the effusion was limited only by the size of the contract and the fieldman's command of superlatives. In this case money talked — through the fieldman.

Repeated efforts of a few publishers who realized the utter uselessness of the field notes have failed to persuade the others to abandon them. Apparently none has the courage to eliminate them. They all feel that the notes must be continued if competitors publish them. But to the publisher they are dead loss, to the editor a source of shame, and to the breeder they are worthless.

During the last twenty years livestock advertising has been developed under great pressure. Competition among fieldmen, publishers and breeders resulted in greater and greater use of space. It reached the peak in the period of high prices during and just after the World War. Every farm paper which concerned itself with livestock advertising carried pages and pages of copy. Breed journals, such as the *Poland China Journal* and the *Hereford Journal*, assumed the proportions of mail order catalogs, and they carried very little but breed copy. Business was good and breeders spent freely. Then came the crash. It was inevitable. Even without the so-called "deflation" the continued and unrestricted epidemic of advertising could not have survived. It stood upon a foundation of sand.

Methods Are Changing. — But out of the chaos has begun to develop a different method of advertising purebreds. Breeders who were able to survive are looking upon advertising in a new light. Many of them are giving more attention to the preparation of copy and to the development of advertising campaigns based upon the right principles. They are supplementing their farm and breed paper copy with mail advertising, circulars, folders, catalogs, posters,

roadside signs and similar devices. They are no longer content to leave their advertising to the judgment of men whose remuneration depends upon the amount of space they can persuade a breeder to buy. They are beginning to realize that the space they buy, properly used, has a value that can be turned into cash. Some of them have developed advertising methods that are comparable to those of commercial concerns. Whether the purebred business will have profited from its very severe lesson depends upon the course it pursues under revival of active traffic in breeding animals.

Livestock advertising, once pursued so aggressively, has become one of the publisher's greatest problems. With the possible exception of breed papers, it has never paid. It has been maintained at an actual loss, for one reason or another, and in some cases has been charged off as overhead, non-revenue producing service, like the editorial service. At the same time, breeders have paid dearly for the results they have obtained. Livestock advertising in general has been unprofitable to both breeder and publisher. That is because it has been sold and used on the wrong basis.

There is a disposition on the part of some publishers to ignore livestock advertising. Others would discontinue it if they dared. Still others are considering elimination of aggressive solicitation at least. But livestock advertising has a place, especially in state farm journals. It is just as much a part of them as the general run of editorial matter. The advertisements have a distinct news value and the paper which ignores them does not fulfill its mission.

Yet purebred advertising cannot be subsidized longer. Some day a publisher with enough courage will boost his rates to a paying basis, eliminate his fieldmen if necessary, or at least restrict their activities to selling advertising on its merits and to rendering any advisory service of which they are capable. Just that soon will livestock advertising get upon a sound foundation.

A few years ago the *Country Gentleman*, Philadelphia,

established a livestock advertising department. A man presumably capable of helping breeders prepare advertising campaigns was placed in charge. A strenuous effort has been made to build up the department which was established on the theory that breeders would be quick to take advantage of an opportunity to send in their advertisements by mail. The experiment was founded on the right basis and should have met with better response, but it probably has been disappointing. An examination of the " Farmers' Market Place," by which the department is designated, indicates that breeders are not using it extensively. For instance, of two and a half pages in the issue of April 5, 1924, only one column was of livestock other than poultry and goats. This column was made up of four small Holstein advertisements, one of Guernseys, two of Chester Whites, one of Berkshires, one of Duroc Jerseys, one of the American Duroc Jersey Association, and two of Percherons. Of the remaining space nearly three and a half columns were of poultry classified advertisements and more than half of these were of baby chicks. Dogs, tobacco, farms, seeds and nurseries, agents wanted and other miscellaneous took up the rest of the space.

The proportion of actual livestock advertising, beef, pork, mutton and milk animals, has gained little if any since the department was established. The display baby chick advertisements which formerly were run under the " Farmers' Market Place," occupied two pages of the issue mentioned. Many of these bear the earmarks of " agency " copy and can hardly be considered livestock advertisements in the sense that such advertising is considered herein.

Examination of the department during the early months of 1929 showed a great development, but a measurement of one issue disclosed only four columns of livestock advertising, other than baby chicks and poultry, out of 31 columns in the whole department. Practically all of the livestock space, 3.75 columns, was taken by breed associations. The reason for this is apparent. The breed associations main-

tain headquarters where they can be reached conveniently by *Country Gentleman* advertising solicitors. The few breeder advertisements are sent in by the breeders without personal solicitation.

The principle which the *Country Gentleman* sought to establish in the original conception of this department was right. But there were three major obstacles which prevented wide acceptance of the idea. In the first place, breeders have become accustomed to the fieldman, whom the *Country Gentleman* obviously couldn't employ profitably even if it would consider his services. The second is the cost of such advertising. The third is the circulation waste occasioned by the limited territory over which a breeder distributes his animals. After nearly a decade livestock advertising has not become an important feature of the *Country Gentleman* nor is it likely to occupy much space in any farm paper or magazine of wide circulation. The experiment which the *Country Gentleman* undertook is worth trying, however, in state farm papers.

CHAPTER FIVE

METHODS OF SELLING

Two general methods of selling purebreds are known to the trade. These are public auctions and private treaty. There are variations of both. For instance, there are individual auctions, auctions promoted by breed associations, consignment auctions, coöperative auctions and combination auctions. All have their place in the disposition of purebreds. Breeders who use public sales as a means of selling also sell at private treaty. Those who do not hold auctions of their own may sell their entire output in breed association sales, coöperative sales or at private treaty. The method of selling which a breeder follows depends largely upon the size of his herd or flock and his location and general conditions.

Private treaty includes direct selling where breeder and buyer come in personal contact, selling by mail, through representatives and by every other means aside from the auction. This method has many advantages and is preferred by many breeders who resort to the auction for special reasons. Private treaty was the first method of selling purebred livestock. The auction came later as a means of creating a demand for stock and a quick way of disposing of surplus animals.

Increase in Auctions. — Auctions were common in the period before the Civil War, but they were not so general as they are today. Breeders did not find this method of selling necessary or adapted to their methods of production. Few produced in quantities large enough to hold sales. Population was scattered and travel difficult. Many of the

first auctions were held by importers or dealers who collected a group of animals at private treaty and offered them to the public at their own prices. Reference was made previously to an objection voiced by an unknown writer to the sales held at the New York State Fair. From the argument set forth, the writer lamented the distracting influence of the sale, and he also expressed the opinion, which was evidently shared by others, that a breeder was foolish who offered either superior or inferior animals at auction.

Despite this sentiment, however, the auction has served a purpose in disposing of and distributing good seed stock. It was a natural and necessary development. Breeders found in the auction a way to dispose of their surplus quickly, a means of moving breeding stock when the local demand at private treaty was saturated. The eastern sale circuits of 50 years ago were a great stimulus to the business. They attracted buyers from hundreds of miles, many of whom would scarcely have ventured forth on a private treaty expedition.

Before such circuits became commonplace, breeders would travel from Kansas, Nebraska, Iowa and Illinois to attend them. Many would be away from home a month, or until the series of sales was over. They went from one breeding establishment to another until they found the stock they desired. It is doubtful if they would have gone to Kentucky for one sale, unless it had been held by a widely known breeder.

Advantages of Auctions. — Auctions have become an important part of purebred marketing and they will remain so. No other feature has done more to promote the business. From the viewpoint of the breeder the auction has many advantages. Nearly every small breeder longs for the day when he can have a sale. He feels that by doing so he takes a definite place in the business. The auction has a certain advertising value even when it is not considered financially successful. Breeders discuss it before and afterward. Farm and breed papers report the pur-

Five best Percheron stallions at the International Live Stock Exposition, owned by E. L. Humbert, Corning, Iowa.

chases, and if the breeder is well known or has been a good advertiser, they may carry a story about his sale. Regardless of the outcome of the sale a certain amount of publicity attaches to the breeder. If the average is high, he is given credit. That is especially true if he sells the " top " bull, boar, sow, cow, ram, stallion, mare or ewe of the season, or if his sale average " breaks all records " or the record of the season. In many cases, a good sale has given a breeder a reputation out of all proportion to his abilities or deserts. This is especially true where the high average was effected by manipulation on the part of the breeder or other persons who might have found an opportunity to profit thereby.

The preference which many breeders have for the auction is a result of their experience. That has resulted from their ability to promote satisfactory sales at auction. G. L. Emmert & Sons, Mason City, Iowa, Poland China breeders for 9 years and Chester White breeders for 18 years, sell at both private treaty and auction. They prefer the auction, and express their preference effectively as follows. At the same time they give three of the great advantages of this method of selling.

" Breeders will pay more for better animals at auction than they will at private treaty, and more local people, who could not be interested in any other way, will attend and buy. The auction sale is also the greatest breed promotion plan that ever has been devised."

The auction also is an effective means of cashing a herd which has made a successful show record. Breeders frequently build until they take most of the coveted champions on a sale circuit a season or two and as a means of realizing on the advertising thus obtained will hold a closing-out sale. For such purpose the auction is about the only satisfactory means of sale. Sales of this type are held every year. H. O. Larsen, Dike, Iowa, explained his sale in July, 1928, thus: " We had attained quite a record at the leading shows and felt that the time had come to cash in on the cattle." Mr. Larsen prefers private treaty,

including mail-order selling, and resorted to the auction only as a means of disposing of his herd at a time which seemed advantageous.

Further, the auction makes selling easier. It requires no definite selling ability on the part of the breeder. It enables him to get rid of the surplus animals in a short time and he receives his money in a lump sum. Many men chafe at the delay, the dickering, the trading and compromising necessary in private selling. They are not schooled in such selling and it does not appeal to them. On the other hand that is the very thing that attracts some men to private treaty. They like to match wits with the buyer and enjoy the game of trading.

Auctions no doubt attract many men because of the element of speculation involved. There's always a chance to "make big money." The excitement, the pressing details necessary in preparation, the big advertisements, the importance that attaches to themselves, the employment of the auctioneer, the enjoyment of a crowd — all have an appeal. Always the element of chance, the opportunity to sell at a greater price than was expected or even hoped for is present. Sale day is a big day. Anything, the best of course, may happen.

Disadvantages of Auctions. — But auctions are relatively expensive. The breeder must spend a great deal of money in advertising and in holding his sale, often more than he contemplated beforehand. The moment he decides to hold an auction he becomes fair prey for every fieldman and every farm or breed publication in the territory. He may decide upon the mediums he desires to use and place his advertising with them, but unless he is insensible to pressure, persuasion, insinuations or even threats he will be forced to take some additional space that he had not planned to buy. Every argument known to salesmanship both good and bad will be hurled at him. He desires to hold a successful sale and many times this leads him to spend too much money in advertising.

Then he must have an auctioneer, sometimes two or three. He must spend money in fitting his animals, printing catalogs, traveling, telephoning, telegraphing, attending other sales and perhaps purchasing animals he may not need, transporting buyers from the station to his place, providing a place to sell or in renting a pavilion, constructing pens, platforms, entertaining the crowd and dozens of other things.

To be able to hold an auction a breeder must produce enough animals to make an attractive offering, say 25 to 50 head, and the latter number is more desirable. That requires a herd of considerable size, especially of cattle and horses. It is easier for hog breeders to build and maintain a herd large enough to hold auctions than it is for cattle or horse breeders. Sometimes a breeder buys enough animals to fill his offering. In that case he becomes a dealer in purebreds, which may be dangerous unless he is an exceptional judge and knows just what he is doing. In the first place, he is likely to obtain undesirable animals that will reflect on him or he may pay more for purchases than he receives for them in his own sale.

A few men hold auctions occasionally only when a surplus accumulates. This practice serves to advertise their herds and enables them to sell at private treaty advantageously. Others sell practically their entire output at auction. They sometimes hold two or more sales a year and make little effort to sell at private treaty.

Breed Association Auctions. — Breed associations in recent years have sponsored consignment sales. These may be made up of animals from small herds entirely or from the herds of large and small breeders alike. They are held in breeding centers, at livestock shows or in territories where the breed is little known. Sometimes they are promoted to offer an outlet for small breeders who have no other means of disposing of their stock. Sometimes they take the form of breed promotion projects and are made up of excellent animals from the best herds of the breed.

At other times, where sufficient judgment is not exercised, they become the opportunity for breeders to dispose of their culls that cannot be sold in any other way.

One of the most important functions of the county or other local breeders' organization is to provide a means for members to dispose of their stock. Most of these organizations include all breeds in the community. Active associations hold several consignment sales a year. If there are not enough animals of a given breed, combination sales may be arranged, in which a few animals of several breeds will be offered. Sometimes these combination sales contain different classes of stock such as beef or dairy cattle and hogs.

Speculators, auctioneers or others will sometimes buy animals at a sale or at private treaty from a few breeders, ship them to some other part of the country and hold a sale. Sometimes auctioneers or professional sale managers will go to a breeding center and persuade the breeders to hold a consignment sale. Occasionally two or three breeders will hold a coöperative sale or a local breed association will hold one for its members.

Adaptations of Auctions. — Auctions are adapted to selling any kind of livestock, but are most frequently used by hog breeders. Beef cattle men use them extensively. Few dairy breeders produce enough stock to hold sales regularly. The demand has been so strong for dairy stock during the last few years that breeders have been able to dispose of their surplus animals with little effort. Breed associations and community organizations have established regular auctions and most breeders consign to them any stock that is not taken by the regular demand. As dairy herds become larger, auctions by individuals become more common. In most cases such sales, however, mark the dispersion of a herd.

Horse auctions are not so common as those of the classes just mentioned. As a rule breeders do not produce in sufficient quantities to hold sales regularly and the breed

associations and other organizations have not been so active in marketing in this way. The nature of the business is such that the auction is not very well adapted to it. Most breeders prefer to take their chances in private treaty rather than putting their stock up for public valuation.

Sheep are rarely sold at auction. They are particularly adapted to private treaty and to mail selling. In recent years, however, consignment auctions of rams have become common. Chickens are likewise usually sold by mail or by personal contact. Several years ago during or right after the war a standard-bred chicken auction was held at the Heart of America Poultry Show in Kansas City. This was said to be the first sale of the kind ever held. The birds were consigned by breeders who attended the show. Shortly afterward another standard-bred chicken sale was held in California, and it too was said to be the first chicken auction, which indicates that the one in Kansas City might have been the first.

In the summer of 1922 the Stannard Estate, Ottawa, Kansas, held probably the first individual auction of a single breed. This offering consisted of about 5,000 White Leghorns. The sale was advertised in farm papers through fieldmen and attracted a great deal of attention. The crowd was good and because of the unusualness of the sale it received wide publicity.

The Risk Entailed. — Owing to the many factors which may affect a sale adversely, the auction is risky. The general demand, time of year, business conditions, credits, livestock markets, location, weather and a dozen other things which the breeder may or may not be able to control, all have an influence on the auction. Sale dates must be set sometime ahead. Naturally the weather cannot be forecast, condition of roads or schedule of trains guaranteed. Some unforeseen condition may cause postponement, and a sale that is delayed usually is not successful. The breeder may not be able to arrange his dates with other breeders. He may have a conflict or he may be too great a distance

from the sale just preceding or the one just following for buyers to attend his sale. A breeder with a more attractive offering may lure the buyers to a distant part of the state.

As an example of what may happen to an auction the experience of E. D. Frazier, Drexel, Missouri, is offered. Several years ago, he advertised a sale. He had one of the best offerings of Poland Chinas in his career. He was an established breeder, no other sales were being held that day, his was in a favorable position with respect to the circuit. He had advertised well, had had a large number of inquiries for catalogs and the Poland China business was booming. As the sale day approached conditions looked better and better. The morning of the sale broke fair, and he was happy.

Buyers began to assemble early. The hogs were in excellent condition. Everything possible had been done to make the sale a success and the factors over which no breeder has control seemed auspicious. Sale time arrived and no auctioneer appeared. Fieldmen and buyers from a distance did not show up. Inquiry at the railroad station disclosed the fact that the train was late. Reports from the agent from time to time as the morning wore on indicated that the train was becoming later and later. Finally he told Frazier that the train had been delayed by a wreck. Frazier knew that he must hold the sale that day if possible. Finally the train reached town late in the afternoon. Most of the crowd did not expect him to start the sale that day, but Frazier had a sale pavilion and a farm lighting plant. The hogs were sold and brought good prices. But if the train had been a few hours later he likely would have lost heavily. It would have been possible to delay selling until the next day, but many of the buyers would have left and would not have returned. Also, he could not have held the sale without the lighting plant.

Protecting the Auction Buyer. — Public confidence is a necessary factor in satisfactory auction selling. Most auctions are honestly conducted because most breeders

are essentially honest. But there have been exceptions. And so long as human nature remains as it is there will be attempts to profit through manipulation in auctions. Such attempts will be more numerous in periods of price inflation just as they have been in the past. Unfortunately, the auctions in which dishonesty actually occurs reflect upon all auctions and tend to destroy confidence in this method of selling. For this reason the breeder must be doubly cautious in the conduct of his sale. He should neglect no measure that will reassure the prospective purchaser that his auction will be honestly conducted. In this connection the terms and conditions which the Herrick-Merryman Sales Company, Sparks, Maryland, require that every breeder for whom they sell to sign are quoted herewith. These or such portions of them as apply could serve as a code in both individual and consignment auctions. The contract is printed on the back of the sheet on which the breeder lists his entries for the sale.

" In entering stock to be sold at private sale or at any of the public sales of The Herrick-Merryman Sales Company, the consignor agrees to the following :

" All entered animals shall be at place of sale in proper time free of expense to The Herrick-Merryman Sales Company, and subject to their directions, for absolute sale by auction, without by-bidding or concealed reserve. In the event that a reserve price is placed upon the animal, it must be publicly announced, and the reserve amount stated, before an opening bid is asked for ; and in such cases the regular commission will prevail on the amount of such reserve if no advance bid is made over the reserve sum.

" The consignor agrees to have necessary help to care for all animals properly until 24 hours after they are sold, and to furnish necessary grain, feed and litter.

" The consignor positively agrees that after having consigned stock to The Herrick-Merryman Sales Company he will not dispose of it by private sale, either prior to or during progress of the sale ; and he hereby contracts

to pay a penalty of twenty-five per cent of the actual selling price as an agreed forfeit for a violation of this condition.

"The consignor further agrees to the several conditions mentioned below:

"That no animal will be withdrawn from the sale, except in case of sickness or injury, subsequent to the time of entry, sufficient in its nature to prevent the realizing of a fair price; in which case, the regular cataloguing fee will be paid.

"That the property is entirely at risk of consignor, until sold and fully paid for.

"That the consignor is the responsible party; The Herrick-Merryman Sales Company acting simply as his agent.

"That the title of the property is guaranteed by the consignor to the buyer; and the consignor hereby represents that there are neither claims against, nor liens upon, the ownership, in whole or part, of any animal entered by him that can in any way interfere with its rightful sale and delivery, or that can hereafter deprive the purchaser of full, complete and peaceful ownership.

"That he will furnish a halter free with each animal he sells; and that all defects, tricks, vices, unsoundness or faults of any nature will be stated.

"That The Herrick-Merryman Sales Company is authorized to decline any bid made by intoxicated or disorderly parties; or by those who have defaulted on former purchases; or by any persons who, in his judgment, are not reliable, responsible bidders."

Except for two paragraphs the rest of the contract has no public interest. These paragraphs require "that all stock should be registered, and transfers furnished The Herrick-Merryman Sales Company," and also that "All neat cattle over six months of age must be tuberculin tested within sixty days prior to date of sale and a separate tuberculin test certificate provided for each animal, the test chart for each individual being on a separate sheet and

made in duplicate. The test certificate must be approved by the Federal Government authority or by the head of the state bureau of animal industry."

The necessity for such terms and conditions as the foregoing is implied by their existence. Occasionally a breeder or an association will include a portion or all of these provisions in the sale catalog, but The Herrick-Merryman Sales Company lend effectiveness to them by making them a part of the contract which the seller signs. These conditions are implied by common understanding and by custom in all auctions, but unfortunately they have been violated in enough cases that it is deemed necessary by this company and by some breed associations to enumerate them. If the breeder who sells at auction will observe these principles he will not want public confidence in his integrity and in the conduct of his auction.

Many Breeders Prefer Private Treaty. — A large percentage of breeders prefer to sell at private treaty. This method would seem to be adapted to the small herd, and it is if the herd is well known. Otherwise excellent animals go begging for buyers or are sold below their worth. Too frequently the only market for the small breeders who do not have the facilities of a breed association consignment sale is the dealer or speculator in purebreds. As a result they do not always receive just prices. An example is afforded in Cass county, Missouri, where there are a large number of small Shorthorn herds. The animals are and always have been of good breeding and individuality. For years these breeders sold to breeder-dealers in their own and in an adjoining county. These men traveled the territory periodically and bought all surplus animals. They assembled them and held sales or peddled them to private customers. They were the sales agents for the community, but they always bought and usually profited by the price they received. Theirs was not a commission business. Then the Farm Bureau came. After a year or two the county agent suggested a county breed organization. It

was opposed by the purebred dealers. The organization was finally formed and purebred prices took a turn for the better.

Selling at private treaty is considered less expensive than selling at auction. In general it probably is. But the auction expense comes in a lump sum and seems bigger in proportion to the private treaty expense than it really is. The auction expense may run as high as 20 per cent of the sale value of animals, while the private treaty expense may be only 10 per cent. It is obvious that were price averages the same in both cases, the auction expense would be much the heavier. If the animal which sells at private treaty for $100, at a cost of $10 or 10 per cent, should sell in an auction for $125, at a cost of $25 or 20 per cent, the greater selling cost would have been absorbed by the greater selling price and the animal would have netted the seller $10 more than at private treaty. In a hypothetical case of this kind, which is not impossible or at all improbable, both the actual and percentage costs were greater in the auction than in private treaty, yet the animal at auction netted more money.

It is, then, a question of prices. Costs are only relative. If a breeder can get higher prices by selling direct than he could in an auction, and many believe that he can, then private treaty is the better of the two. But many breeders compare the $10 and $25 or the 10 and 20 per cent without considering the relative selling prices. It is true that the history of purebred breeding is littered with the wrecks of breeding establishments which failed because of the expenses entailed by auctions in which the average sale price was not high enough to stand the strain.

Successful selling at private treaty requires salesmanship, good judgment and knowledge of values that is well-nigh infallible. It requires bickering, time-consuming argument and skill. In many cases it involves a complicated system of selling. It may be more satisfactory to the breeder. And it is likely to prove a better investment for

the buyer because the seller usually will give him greater subsequent consideration because of the possibility of repeat orders. Almost anybody can sell at auction successfully if he has a creditable offering because the auctioneer or sale manager, if one is employed, sees to that, but it takes a real salesman to succeed at private treaty.

More time is required to build up a trade and wider experience is necessary in private treaty selling. The broader a man's acquaintance is the easier he can sell in this way. His success depends in no small measure on the reputation of himself and of his herd. Frequently the auction paves the way for exclusive private treaty selling.

The methods of selling privately are many, and numerous variations have been developed, such as mail orders, mail auctions, shipping on approval, private shows of sale animals, selling on contract, through agencies, coöperative organizations and special plans of financing. In some cases private selling may take place through an intermediary which may be any one of a number of public or semi-public agencies. In such instances the sale is made without effort on the part of the breeder because the intermediary accepts all responsibilities for the selling.

A case in point was the purebred dairy sire campaign in Washington county, Virginia, during March, 1929. Twenty-five dairy bulls were selected by representatives of the breed associations, the state college extension specialists and shipped to Abingdon, the county seat. The local chamber of commerce appropriated funds for advertising, express, drayage, feed and similar items. The bulls were stabled in a tobacco warehouse where they could be inspected.

"The bulls were consigned by the breeders with the understanding that all those which were not sold would be returned prepaid in good condition," said S. B. Fenne, county agent. "We had planned to charge 10 per cent extra to take care of this part of the agreement, but found that wasn't possible in all cases.

"The bulls were sold at private treaty. Morning meetings were held in every community in which representatives of the college, the breed associations, the railroads and the local milk condensary explained the advantages of purebred sires. The afternoons were devoted to visiting the prospective purchasers who were discovered in the forenoon meetings. When a man was found who wanted a bull he was taken immediately to Abingdon to make his selection."

Another variation of this same method is found in the sire specials operated by the Baltimore and Ohio Railroad in Illinois, Indiana, Ohio, Pennsylvania, West Virginia and Maryland. The sires are consigned to the special in most cases and sold to farmers who attend the demonstration meetings along the route of the train. Where breeders are unwilling to consign, the animals are bought outright and resold.

The same plan has been used in many sections of the South where introduction of purebreds has been considered imperative by agencies devoted to improvement of agriculture.

CHAPTER SIX

SELLING IDEAS THAT HAVE PAID [1]

Although there are only two general methods of selling, the auction and private treaty, there are numerous variations of these. Many of the most successful breeders have clung to the auction because it is the easier way to sell. Others have developed unusual methods of selling at private treaty. That there are great possibilities in this direction is shown by the few cases that have been selected to illustrate some of the different methods that have been developed.

Private treaty selling requires real salesmanship. And too frequently the man who makes the greatest success of his selling at private treaty is more a salesman than a breeder. In a few rare cases the two qualities are combined in the same man. The greater proportion of breeders are indifferent salesmen, but there is nothing mysterious or unattainable in successful selling. For the most part it merely requires close application. Ability to sell, to dispose of surplus animals at a profit so that the breeding establishment can be maintained, is not incompatible with good breeding. In fact it is as much a part of the business as the production. A study of the methods followed by a few breeders discloses some ingenuity, but for the most part their plans are simple.

[1] The citations herein have been selected in the hope that they will offer suggestions which will be of value to other breeders. They may or may not be adaptable to individual problems in marketing. The discussion of methods should not be construed as a recommendation of the breeder, the breed he produces, his herd or flock. Some of the men mentioned have gone out of business for one reason or another. A few have died.

Comparison Sells Angoras. — For many years Felix Long raised grade Angora goats as a means of utilizing rough pasture. His experience led other farmers to undertake similar projects. Purebred bucks were necessary to improve the fleeces. Mr. Long eventually established a purebred flock in an effort to supply these bucks. He selected good foundation animals and followed the shows and fairs as a means of advertising his surplus.

But local buyers did not seem interested in what he had to offer. Showing is an effective way to get in touch with buyers of other classes of purebreds, but for some reason it would not work with the Angoras. He sold some breeding animals, of course, but the bulk of his surplus did not move as easily as their quality justified. Mr. Long knew the goat raisers of Central Oklahoma needed his bucks, but getting them to recognize the fact was his big problem.

He could sell his animals easily in the Angora producing regions of Texas, but he preferred to place the animals on farms near home if possible. It would insure business in future and also reduce his marketing expense. After considering the matter fully he decided home folks would buy if they could make direct comparisons. So he placed representatives of his surplus in a truck and visited the farms of Angora producers.

" Bring up your goats," Mr. Long would say, " and we'll make a comparison. If mine are not good enough to improve your flock, then I'm in the market for what you have."

He and the farmers would go over the animals point by point, measure fleeces, estimate weights, calculate shearings. From farm to farm, wherever he could find an Angora breeder, the process was repeated. It wasn't long until he had sold his surplus stock.

Mating List Sold Leghorns. — L. V. Starkey, a White Leghorn breeder, Emporia, Kansas, some years ago used a method which is not uncommon, but which is effective, nevertheless. He advertised in poultry journals, the breed

Felix Long, Blaine county, Oklahoma, sells Angoras by taking them to the farms of breeders for comparison.

paper and in farm papers. Then he sent as follow-up his mating list for the season. This was a brief description of the pens from which he offered breeding eggs and baby chicks. He also sent the same list to all members of the Kansas Branch of the National Single Comb White Leghorn Club, of which he was president at the time. He gave all the information about the matings, pen and the flock that an inquirer would require. It was an effective follow-up for the purchased advertising and a good way to tell fellow members of the breed organization of his flock.

Following is a sample of his circulars for mail selling:

STARKEY'S WHITE LEGHORNS

1924 Mating List

They lay well and look well. We breed nothing but standard bred White Leghorns of unexcelled quality. They are all large, pure white and are bred according to the Standard of Perfection. A trial order will convince any fair minded person that our White Leghorns show real quality. We have the strongest matings this year that we have ever had. If you want the very best, send us your order from any of the following pens:

Pen No. 1 — This is an individual mating. The hen was hatched February 1, 1922, from an egg bought direct from D. Tancred at a cost of $10. We have her pedigree. She has five years of 300 egg ancestry on both sides of her family. The cockerel to which she is mated is a high exhibition type with ancestry of 265 eggs and better. Only a few eggs from this mating at 50¢ each; no chicks. These eggs will give cockerels for which D. Tancred would charge you $100. This is de luxe stuff. Will have a few cockerels for sale from this mating after June 1st, at $10 each.

Pen No. 2 — Pure Tancred. The cockerels heading this pen were sired by one of D. Tancred's $300 males bought direct from him and they all have several years of 300 egg pedigrees back of them. They are mated to Tancred pullets from Tancred's Imperial mating. A few settings of eggs from this mating will give you some of the best utility stock that can be bought. Hatching eggs are priced low at $5 per setting, $25 per hundred. Baby chicks 40¢ each. Will have a few cockerels for sale from this mating after June 1st at $5 each. Place your order early. Ninety per cent fertility guaranteed.

Pen No. 3 — This pen is headed by pure Hillview cockerels. They are beautiful birds with low, wide-spreading tails, fine head points and

exhibition quality. They are mated to 200 mature hens of tested laying ability. One hundred sixty-eight of these hens laid 13,000 eggs last year (1922) during November, December and January, as pullets. They are winter layers indeed. Owing to the vigor of the cockerels and the large size of the hens this mating will give strong, healthy chicks that as pullets will shell out the eggs by the basketful. Settings from this pen will be $2.50, by the hundred $10. Baby chicks $18 per hundred. Cockerels after June 1st at $2.50 each. These cockerels will win the Blue for you. Ninety per cent fertility guaranteed.

Pen No. 4 — This pen is composed of early hatched pullets of fine exhibition quality. They are laying nice large eggs and lots of them. The Hillview cocks heading this pen were prize winners at the Central Kansas Fair last year and are the finest we have ever owned. They are large, lowtailed, peppy cocks, one year old. Hatching eggs from this mating will be $2 per setting; $8 per hundred; chicks $16 per hundred. Cockerels after June 1st at $2 each. Sure prize winners.

Pen No. 5 — It is composed of 15 high type cock birds mated to 200 February hatched pullets that have been through a light molt. This mating we call our general flock. The cock birds are standard bred, snow white, big fellows with heavy egg laying ancestry. Eggs from this mating will be $1.50 per setting; $6 per hundred; chicks $12.50 per hundred. Cockerels $1.50.

Terms: Cash with order. Orders will be booked if only twenty-five per cent of the amount is sent with same; balance to be paid before order is shipped. We will give you a square deal.

Starkey's White Leghorn Farm
L. V. Starkey, Owner
Emporia, Kansas
President Kansas Branch of the
National S. C. White Leghorn Club
Member Kansas State Egg Marketing Committee

References:
E. H. Rees, Vice-president
Citizens Natl. Bank
Wm. Allen White, Editor
Emporia Gazette

A Mail Order Hog Business. — F. F. Silver, Wickfield Farms, Cantril, Iowa, sells many Hampshire swine by mail. He advertises extensively and travels a great deal. In this way he gets in touch with many breeders and customers. He maintains a mailing list which he circularizes regularly with printed matter, catalogs, letters and with *The Hampshire Squeal*, a four-page, six-column "house organ." In this paper he prints interesting comments about Wickfield Farms, the employees, hogs and his own observations and comments on the breeding business generally. Perhaps

it might be called " breezy." Advertising specialists might object to it, for very good reasons from their viewpoint, but it seems to be mighty good advertising or follow-up to farm paper space.

He also prints advertisements of stock he offers for sale. One issue contained two special offers.

"Buy Now — Save $12.50
Silver's Standard Beginner's Special
$50 Pair of Pigs Offered During
November, December and January
for $37.50 per pair"

Then appeared a picture of representative Hampshire swine from which the " Beginner's Special " were to be selected. The advertisement explained that the pair could be a sow and boar or two sow pigs selected from September and October farrowings, crated and delivered to the express company, crates to be returned at Silver's expense. He offered to pay the expressage on the first, tenth and twenty-fifth orders received, provided they were from within 600 miles of the farm or, if farther away, he agreed to pay half the total express.

On another page a " Farmer's Special " was advertised, a boar and gilt old enough to breed, which weighed 150 to 200 pounds and 150 to 175 pounds respectively, for $75 a pair. The offer was made " especially for the farmer who has never tried Hampshires." The same offer to pay return charges on crates and to pay the expressage on the first, tenth and twenty-fifth orders was made in this advertisement.

Another advertisement offered to supply one of the Wickfield Farms " Three in One Breeding and Farrowing Records," worth $2.85, with each order of $65 or more, or one of Silver's " Good Enuf " herd records, worth $1.50, with each order of $37.50 or more. Some six or seven columns were devoted to " Registered Hampshire Boars — Private Sale." A brief pedigree and description of each

boar was given together with the price. At the head of the advertisement Silver stated that he himself weighed the animals and wrote the descriptions. Terms were cash with order or the boars would be shipped C. O. D. on approval. He guaranteed all to be breeders, and requested customers to wire at his expense if they happened to be in a hurry. He asked them to give first, second and third choice.

The " Silver Guarantee," which he stated was " as Good as Gold," was printed in a one-column box on the second page. " All animals must be as represented, or they can be returned and money refunded, if complaint is made within ten days after receipt of shipment. All boars are guaranteed to get living pigs the first season used. If not breeders, I will send other boars in their place, owner paying pork price at time of purchase for first boar. Gilts or open sows guaranteed on the same basis as boars. Pedigrees without extra charge on all animals sold as registered individuals." Silver stated in a short article that he has made a practice of selling as pork any animals which showed defects or disqualifications because he deemed such policy best from the viewpoint of the breed and because that has proved better than trying to sell them as breeding animals and later making adjustments.

Almost half a column was devoted to reports of sales with the names of animals, description and name and address of purchaser. In a column of " locals " Wickfield Farms contended it was " the Big Mail Order House for Registered Hampshires. The ' Sears and Roebuck ' of the Purebred Hog Business." More than 1,000 head were reported to have been sold by mail order alone in the preceding nine months. The farm asserted that it had " satisfied customers in 40 states, Alaska, Canada, Mexico, and the Hawaiian Islands." The show herd was reported to have been viewed by 750,000 persons on the circuit that year. Pigs were reported sold the same day to the " original George Washington farm in Virginia " and to the mayor of Honolulu. Any one who desired it could borrow the Wick-

field Farms Movie, 1,000 feet of film, by paying the expressage. Those interested were asked to arrange with the county agent to show it at some of the farm bureau meetings. The film was reported to be in Washington and Montana at the time.

This is mail order business with a vengeance. Perhaps it is overdone, perhaps not. At least this much can be said: Silver evidently had been studying the merchandising methods of the mail order houses and built up a large business within a comparatively short time, 10 years. Even though imitation might not be advisable, his methods are worthy of close study.

Mr. Silver has also found the show circuit a means of disposing of purebreds. The showing is a distinct advertising feature. Prospective purchasers often visit the fairs and livestock expositions to view the herds of breeders and frequently make purchases even though no auctions are held. During the season of 1922 Silver stated that he sold $3,000 worth of purebred Hampshires at the Iowa, Sioux City, Minnesota, and South Dakota fairs. In view of the depressed condition of the purebred business at that time, he must have disposed of a large number of animals to make the sales total that much.

Pays Commission for Selling. — A different method is followed by E. E. Bailey, Hereford breeder, Scranton, Osage county, Kansas. He has been in the business 11 years and specializes in Anxiety 4th Herefords for the range trade. He has a herd of 250 head and lists his cattle for sale with commission men on the Kansas City Market. They are in touch with range men who ship to that market, and are not only able to refer inquirers to Mr. Bailey but to make active solicitation for orders. He allows them a commission of $5 a head and specializes in carlot sales.

Holbert Community Colt Club Plan. — The Holbert Horse Importing Company, Greeley, Iowa, sells Belgian and Percheron stallions to communities of mare owners on the colt club plan. More than 6,000 farmers in Iowa,

Illinois, Wisconsin, Minnesota and South Dakota own breeding interests in stallions sold by this firm. Under this plan the firm placed 300 stallions during a four-year period.

The method of selling is explained by Fred B. Holbert: "We send a salesman to the community that is interested with the kind of stallion that is desired. He travels from farm to farm with the stallion in a trailer if road conditions will permit. Each mare owner signs a subscription and the articles of organization for the colt club. The subscriber signs a note of $20 a year for every mare for one, two and three years. This pays his service fees and for his interest in the stallion. When the subscription is complete a meeting is called and organization is completed.

"As a rule there are as many outside mares bred as there are of mares subscribed. For these the fee is $20. The money collected from non-members of the club for this outside breeding is first divided pro-rata among the stock holders, who have to pay for the colts they do not get. Any remainder is applied to operating expenses. The stallion is generally travelled and makes the farms, as nearly as possible, of each of the shareholders. If a local stallioner is not available, we help them to find a good man elsewhere.

"The primary object of a community in purchasing a stallion on this plan is to obtain the very best kind of stallion — one that likely would not be available in any other way. When a stallion is owned individually primarily for the profit that may be obtained from service fees, the stallioner usually makes the least investment possible. By travelling the horse from farm to farm, where there is little or no competition, he gets about as much business as he would with a real high class stallion. Mare owners and the horse business in general suffer accordingly. By the coöperative plan mare owners guarantee a good stallion at very little if any greater cost than they would pay in service fees for a privately owned stallion and of course

they get better foals which develop into the kind of horses the market demands.

"After a club has a stallion three or four seasons we try to get them to change with another of our clubs, even trade, and we assist in making these exchanges. The Colesburg Belgian Horse Company organized and purchased its first stallion in 1902. They have made an exchange every three years since then. They always exchange a five year old, coming six, for a coming three year old. They now have their ninth stallion. We also help our clubs in organizing colt shows.

"The community colt club plan can only be successful where the seller is able and willing to give his customers the service they may require and also fulfill his guarantee contract whenever called upon to make replacements of short breeding animals or on account of death. The seller must be honest and pay careful attention to details. Likewise he must be financially responsible and sufficiently well capitalized to make his guarantees good. He must receive a price for his stallions that will justify him in giving the service required.

"Many times we have made exchanges a year or two after our guarantee has expired and have given clubs free use of horses after they have been operating three or four years. We have never had a club come to us for exchange, replacement or even the loan of a stallion without giving them satisfaction.

"There is a limit to service it is possible to give, but we have been doing everything possible to give our customers satisfaction. Whenever a club is not operating successfully, one of us tries to meet with them and relieve the difficulties. Sometimes it is necessary to change the articles of organization and reorganize. If we can get to them soon enough we nearly always succeed in working out a satisfactory basis of operation.

"Last year we gave our customers free use of 29 high class stallions that were used in supplementing the services

of stallions we had sold them. These stallions were loaned for various reasons. Some horses were injured, others were not turning their mares off properly, or the owners were afraid their horses might fall short. Where a stallion proves to be a short breeder, the club makes its exchange in the fall or winter. If a stallion is a bit doubtful and a club wishes to give the horse further trial, we give them a year's extension of our guarantee and then watch the horse closely the next season so as to offer the assistance of a second horse if needed. The fulfillment of our guarantees and the extensive service which we give our customers cost a great deal of money and we can only afford it because of the big volume of business we are doing."

The legitimate sponsor for a community colt club plan therefore requires much capital, a large volume of business and an intimate knowledge of the business. As in every enterprise the responsible seller has many imitators. These in the horse business are known as scalpers. They take advantage of the good will created by the legitimate dealers and promote clubs of their own. They sell whatever kind of stallions they may be able to pick up and of course sell them at a long price, but they are not financially or morally responsible. Their interest is merely in making an immediate profit. They cash in on the advertising and the good will of the responsible dealer and care little after the sale is made and the notes are collected whether the club endures. They are not in position to give service even if they were disposed to do so. Normally they discount the notes at a high rate with local bankers, get their cash and will have disappeared before they can be called upon to make adjustments.

Stallion selling is rather complicated. The colt club plan seems to be one of the best methods of placing the right kind of stallions in communities where improvement of horses is necessary. The small breeder likely will not be able financially to adopt this method of selling. He will not produce animals in sufficient quantity to justify an

extensive credit business. But if he can produce horses of the right quality he will have no difficulty in selling his surplus, either to a larger operator or through him. Of course if his offering is of sufficient quality, he will make many cash sales to other breeders. But if he caters to the ordinary farmer trade which produces market horses as a sideline to general farming, it will be necessary to provide facilities for financing sales.

Service Fee Plan of Selling Stallions. — Trumans' Pioneer Stud Farm, Bushnell, Illinois, formerly used the "service fee" plan in selling their Shire, Percheron, Belgian, Suffolk and Hackney stallions. They make a special effort to place stallions in communities which are not served by a good stallion or where a change is necessary. Under the service fee plan, farmers who had mares to breed were asked to advance the stud fees in cash or to give non-interest-bearing notes. These notes were accepted by Trumans in payment for the stallion. The farmers were repaid when they obtained a living foal. The man who kept or purchased the stallion was required to insure it and, in case of loss, Trumans agreed to replace it for the amount of the insurance. Printed contracts were supplied prospective customers. These were made out on the basis of a service fee of $25 for a $2,500 stallion. If a cheaper stallion were bought, the service fee was smaller in proportion.

J. G. Truman, general manager of the farm, stated that this system was essentially the same as that used in England for many years and was effective in placing the very best sires at the disposal of farmers in that country. In England, however, the stallions are leased and not sold. Trumans have discontinued the plan in favor of a community coöperative plan in which the selling is done in about the same way but the buyers pay cash or give interest-bearing notes. They found that, under the fee plan, there was some difficulty in collecting on a note if the farmer failed to get a colt. Under this later plan no condition is implied.

Each farmer agrees outright to pay his share of the purchase price.

The farm is an extensive advertiser in leading farm and livestock journals. Form letters also are used in circularizing prospects. The following letter was sent one spring to a mailing list of 2,000.

"Dear Sir:

"As the time of year is here when buyers are looking around for stallions suitable for the production of high class geldings that are in such strong demand on the markets and the cities of this country, we feel that inasmuch as we have on hand at this time one of the strongest collections of SHIRE, PERCHERON and BELGIAN STALLIONS ever on the PIONEER STUD FARM that you would be interested in them, hence our writing you this letter.

"We would like to hear FROM YOU by return mail just what the conditions are in your district with reference to the farmers wanting to breed their mares this year. It seems to us that with the SHORTAGE OF GOOD COLTS in the country, that the farmer would be ready to PATRONIZE A REAL HIGH CLASS STALLION, paying for same a service fee that would warrant your buying a real GOOD STALLION.

"If there are plenty of good stallions in your district, all well and good, but in the majority of cases there are none and the supply is very limited.

"If you do not wish to buy one perhaps YOU would KEEP A GOOD STALLION providing a company was organized to buy one and if that would not suit you, would you keep a stallion providing your neighbor farmers would advance enough service fees to buy one?

"We know that GOOD STALLIONS such as WE have are wanted very badly in the better districts of the country, and we are willing to do our part to place them there.

"If you do not wish to keep a stallion please send us the name of a man that is RELIABLE that you feel would be interested.

"Thanking you in advance for an early reply,

"Yours very truly,

"J. G. Truman, Manager."

Mail Order Trade in Feeders. — An example of mail selling on an extensive scale is illustrated by Swenson Brothers, the S. M. S. Ranch, Stamford, Texas. This organization has practiced selling direct for 25 years. Although most of the animals are marketed as feeders and they are not registered, purebred bulls have been used for

so long a period that the steers and heifers which go to corn-belt feed lots from this ranch are essentially purebreds. Furthermore, the plan followed in selling is such that it could be used by any breeder who produced in quantity to supply a special trade.

The ranch maintains 200 registered cows to supply part of their range bulls. These cows as well as those in the feeder-producing herd are selected very carefully. All cattle sold by the ranch are of their own breeding. The commercial cattle average 14 crosses with purebred bulls. Nine crosses, it is held, make 99.999 per cent purebreds so that the cattle which this ranch offers are essentially purebred though not registered.

In explaining the selling plan, A. C. Easterling, assistant manager, said:

"We use various livestock publications as advertising mediums. We also have a very large mailing list, and send out season circulars once or twice a year. Our sales are made by correspondence.

"The methods we employ in selling our output have proved very effective, but we doubt that it would prove as effective for an organization of breeders, for the reason that they would not perhaps have the same class of cattle. One breeder might have bred up his cattle a little better than the other, who would want the same price for his cattle as the fellow member who had the better offering. Anyone could predict the results. Our cattle are all of the same breeding and are uniform. We are thereby able to advertise and sell them in this manner."

Following is a sample of their mailing list circular:

"S. M. S. MID–WINTER BULLETIN

"Issued at Stamford, Texas, February 15, 1924.

"It is an unusual precedent for us to issue a Bulletin at such an early date, but as our winter has been mild, conditions are ideal at this date, and cattle are in splendid shape, we can make deliveries earlier than usual; therefore we are sending this Bulletin to you for the purpose of ascertaining if you contemplate buying any yearling or two-year-old (unbred) heifers this coming spring.

"We offer for sale in lots of one or more cars for shipment about May 1, 1924:

"1500 Head S. M. S. Standard Dehorned Yearling Heifers.
"500 Head S. M. S. Standard Dehorned (unbred) two-year-old Heifers.

"The uniformity of the breeding of S. M. S. cattle is an assurance that they will develop uniformly, and we, as well as you, are vitally concerned in their making a profit, as our future business with you depends upon a satisfactory result.

"These heifers are our regular S. M. S. Standard and have been trimmed up to an unusually high quality for either breeding or feeding. We do not think there is any better quality in the producing cattle industry than our S. M. S. heifers. Our offerings are the result of over 35 years' improved breeding and persistent culling. They are all dehorned and vaccinated against blackleg.

"The tuberculin test will be made before shipment (if necessary) and State Veterinarian's official certificate will accompany way bill in accordance with the requirements of your State Veterinarian.

"Our yearling heifers will ship from 40 to 45 to the standard 36 foot car, while the two-year-olds will ship from 32 to 35 to the car.

"We have been doing a mail order business for over twenty years, and while we always prefer that a buyer come in person and inspect our cattle, yet over 95 per cent of our shipments go to our customers without their seeing the cattle until they arrive at destination. Our method of fair and square dealing has made our business possible.

"If you are interested in securing any of these choice yearling and two-year-old (unbred) heifers, for Spring delivery, we will be pleased to quote you prices upon application."

In addition to the advertising and circulars, the ranch issues an illustrated booklet which gives information about the breeding of the cattle, ranch methods, production and selling plan. The booklet is made of good quality paper, pages 9 by 5 inches, and is fully illustrated with pictures of cattle, ranch scenes, ranch activities and S. M. S. cattle in corn-belt feed lots and at the market. The first 76 pages are devoted to these pictures. The rest of the 106 pages are devoted to description of the cattle, the breeding policy, terms of sale and comments upon ranch life. The following information, gleaned from one of the booklets, gives the plan of selling and the practices which have made it a success.

"While some S. M. S. cattle get into the show ring with outstanding records, we regard as our greatest asset the

production of feeder cattle which sell year in and year out from the commercial feed lots of America in the top row. S. M. S. yearling and two-year-old heifers have been distributed all over the United States for foundation herds and are giving complete satisfaction.

"No selected loads are sold; no picking or choosing is done by us or permitted to be done by others. Every buyer gets a straight cut off after cattle have been trimmed up to an S. M. S. standard in all classes. The cut is sent to market." The ranch has endeavored to standardize the cattle according to age. A definite quality is maintained. The measure in which they have succeeded is demonstrated by the fact that S. M. S. calves, yearlings and two-year-olds have a standing all over the country where beef cattle are known, both in the feed lots and the markets. Speak to a cattle man of this brand and he visions a definite type and quality of animal. The performance of the animals in the feed lot has become established, is a valuable advertising asset, and the policy of the ranch has always been to produce stock which would build up that reputation. In other words they have standardized a given class of livestock. To standardize registered cattle in the same way would be possible.

Concerning the mail order business the following statement is made: "We have been able to demonstrate that cattle can be accurately described by mail in such way as practically to insure that the buyer will not be disappointed in them, or that the description can be made so accurate that he will get what he expects. Ninety per cent of the buyers of S. M. S. cattle have never been at the ranch and rarely do we have a complaint that the cattle are not as represented. We believe the day is coming when much more of this selling will be done. We prefer that buyers come in person, but have demonstrated that a mail order cattle business is practicable.

"We make a distinct business of selling in lots of one car or more S. M. S. Standard Steer and Heifer Calves,

Standard Yearling Steers and Heifers for shipment about October 20 to November 15 to points outside of Texas. We rarely have anything older than yearlings to offer in steer cattle, but sell two-year-old heifers for breeding purposes."

The terms of sale are cash on delivery with a cash payment of $3 a head when the order is placed. Prices are quoted only on application and are uniform to every one regardless of quantity purchased, but no sales of less than one carload are made. Buyers are informed that no credit, trade or sale by weight proposals will be considered. Purchasers are required to send with their order not only the advance payment but a letter from their banker which guarantees payment for the cattle. Since buyers are privileged to inspect the cattle before buying and are urged to do so, the ranch refuses to ship cattle purchased by correspondence subject to any condition upon their arrival at destination.

The brand S. M. on the left side and S. on the left hip, with both S's turned backward, has been established as a cattle trade-mark. It means a definite thing in a calf, yearling or two-year-old. A brand is not desirable in registered animals because of the disfigurement, but the idea could be used. Swenson Brothers have standardized one of the most variable products and have made their trade-mark mean something.

Information is supplied in the booklet on the number of each class of animals that may be shipped in a car, feeding en route, time in transit, weights and shrink in transit, shipping points, shipping dates and other instructions, facts and details which serve to make mail order buying easy.

Sold Hogs for Liberty Bonds. — When the slump in purebred prices came, after the World War, many breeders found themselves overstocked. Money was scarce and prices were going down every day. R. L. Hill, then a Duroc Jersey breeder, Columbia, Missouri, conceived the idea of exchanging surplus hogs for Liberty Bonds. Many farmers had bought bonds and many small holders were

at that time selling their securities. Naturally the price went down in view of tight money and the large number of holders who were trying to liquidate. During 1920 and 1921 most of the middle-western farm papers carried small advertisements by Hill in which he offered to accept Liberty Bonds at face value for his hogs. Here are the results of the campaign as given by him:

"You will remember the psychological situation along in 1920–21 when a lot of folks thought that the Liberty Bonds weren't worth much and they would trade them for almost anything exchangeable. Farmers were in this same mood. Cash was not abundant and money was hard to get at the banks. Practically all farmers had bought bonds up to the limit and they didn't want to cash them in for the reduced value at that time. Many farmers wanted hogs and our advertising in the agricultural papers offering to accept bonds at face value in return for hogs netted us a splendid return. Offering to accept bonds at face value appealed to farmers wanting purebred Durocs and we got rid of a lot of hogs at profitable prices and still have the bonds. We are satisfied and so were the buyers. The bonds proved to be much more profitable than a lot of notes."

Mr. Hill was in the Duroc business for several years and always advertised extensively, although he did not use "big copy." In addition he used the direct mail campaign, visited breeders, attended sales, solicited buyers in person, wrote personal letters, and used circulars. Most of his hogs were sold at private treaty and so effective was his advertising campaign that he was able to sell a large number of hogs for his neighbors who had bought foundation stock from him.

Sale Coop for Plymouth Rocks. — When A. E. Pilnacek, Atwood, Kansas, bought a farm and undertook purebred production, he adopted methods of selling which had proved effective during the fourteen years he had been in the retail meat business. He had made a study of how other

successful merchants had displayed their goods. Why wouldn't the same methods be effective in selling purebred animals? He has proved that they will.

He produces standard-bred Plymouth Rocks. When a prospective buyer visits Mr. Pilnacek's farm, he finds the birds in which he is likely to be interested or which are for sale, in a special sale coop. This coop is of poultry netting, divided into compartments by screening and is painted white inside and red outside. The birds are well groomed and present an attractive appeal in this setting. They rarely fail to sell.

Mr. Pilnacek's experience in buying Shorthorn and Spotted Poland China foundation stock suggested another selling idea. He observed that he, like the retail customer in town, had been affected in his purchases by the attractiveness of the offerings. He noted that he was impressed by the well-kept breeding establishment and by the animals that were in good condition.

Accordingly in his own sales efforts he remembers that prospective purchasers are likely to be affected by the same factors which influenced him. Shorthorn customers find his sale animals washed and groomed, their hair combed, horns and hoofs polished. They are placed in a specially prepared stall, with fresh bedding and clean surroundings. Older animals are broken to handle easily so that they will not be afraid. If a calf is offered, another is placed in the stall with it so that they will be at ease and, besides, Pilnacek believes that two usually look better than one. The one for sale usually is a bit better than its companion.

Spotted Polands are brought to the hog-house sale pavilion and placed in a special pen where fresh bedding is provided. The animals are groomed and freshly oiled. If they are unaccustomed to being confined in a small area, they are brought to the sale pen some time in advance and given feed so that they will be at ease.

How Charters Sells Polands. — During the year which ended March 1, 1920, W. H. Charters, Poland China

breeder, Butler, Missouri, sold on mail order and at private treaty more than $25,000 worth of purebred hogs. His expense amounted to about one fifth of that, or $5,000. This may seem to be a rather heavy expense, but if all breeders were as careful in compiling their costs of selling, they would be found to run almost as high as that. However, Mr. Charters' expense was somewhat higher than usual that year because he was endeavoring to overcome the enmity of a ring of breed paper men and auctioneers who had endeavored to force heavy advertising schedules upon him. He refused to hold an auction that year because, as he stated, "I did not like, and would not adopt, the methods that were necessary to hold a successful auction during those years."

Mr. Charters advertises his stock in the papers which give best results and he knows which ones "pull" because he keys all advertising. In following up inquiries he writes personal letters and sends catalogs, circulars and folders. A description of some of these will show the extent to which he uses them and how he presents an appeal. His mail campaign would do credit to the efforts of an advertising specialist or an agency in preparing mail advertising for a city department store.

Mr. Charters maintains a large mailing list. This he circularizes every thirty days during the selling season, about seven months of the year. This mail advertising may consist of a catalog, such as the one he issued in 1921. This one gave his reasons for selling only at private treaty that year, history of his herd, description of his breeding establishment, his system of marking pigs, description and breeding of the hogs for sale, illustrations of his herd boars and partial pedigrees of them and a few representative sows, brief mention of his Shorthorn herd and Rhode Island Red flock. A map of Bates county gives the location of his farm with railroad and highway connections to Butler. This map also shows the location of Charteroak Farms with respect to Kansas City; Pleasant Hill, Missouri;

Sedalia, Missouri; Nevada, Missouri; Pleasanton, Kansas, as well as to the towns and other breeding establishments in the county. A railroad timetable gives the train schedules between Butler and Kansas City, St. Louis, Joplin, Wichita, Coffeyville, Kansas, and Yates Center, Kansas.

A circular mailed in 1920 to prospective customers is a good sample of his mail advertising. It was of four pages, 9 by $11\frac{1}{2}$ inches. The cover page contained merely the farm name, a drawing, representing the historic Charter Oak of colonial fame, a drawing of a farmstead and space for the address. The circular folded twice to approximately $3\frac{1}{2}$ by 9 inches. It was illustrated with photographs and drawings, printed in black with pages bordered in green. In his announcement he stated that he was not holding a bred-sow sale for the first time in 15 years. Mail orders were solicited and he guaranteed to give satisfaction or refund the purchase price. "You get absolutely what you pay for or it costs you nothing." As references he gave Dun's at Kansas City or any bank or business house in Butler. Directing hands, drawings, initial letters, arrows, photographs, and display type were used in presenting his message.

A folder issued in the fall of 1923 gave the terms of his mail order plan, together with announcement of an auction in October and one the following February.

"SPECIAL MAIL ORDER SELLING PLAN

'The following guarantee does not apply to hogs sold privately at the farm or in public sale. (Except mail bids.)

"Every hog we sell on and after September 1, 1923, will be recorded free in purchaser's name, and certificate of registry promptly mailed to buyer.

"Every hog will be shipped by express PREPAID to any express office in the world.

"Every hog absolutely guaranteed to arrive safe and in good condition at your station.

"Every hog sold guaranteed to be as good as described or better. In case any prove otherwise they may, at the option of buyer, be returned to me at my expense and purchase price will at once be refunded.

"We guarantee every hog to be a breeder (except boars let run with herd). Complaint to be made in 60 days.

"Any animal that proves a non-breeder may be returned to me in as good condition as when shipped, express prepaid, and we will return full purchase price. (In case we deem it necessary we reserve the right to try any and all animals for 3 months to prove they are non-breeders before returning purchase price.)

"Every hog we sell is IMMUNE from Cholera, being vaccinated by the simultaneous method.

"We are financially responsible. Our guarantee must be made good. Look up our reference.

"You absolutely take no chances in buying from us. You get your money's worth and everything must be strictly as represented or you get your money back. (How many breeders can you buy from on this basis?)

"Our hogs are bred, fed, and produced along the most practical and scientific lines for breeding purposes, and you may have no fears of their failing to make good in the breeding pens. We in no case pamper our hogs at an early age to attain excessive growth or size at an early age — such hogs rarely make good in the breeding pens.

"We have for years made a special study of the mail order business and can please you nine times out of ten by mail order selling just as well as if you were here in person. You thus save time and money.

"WE STRIVE TO DO THE IMPOSSIBLE — PLEASE EVERYBODY.

"Reference: Dun's, or any bank or business house in our city. SPECIAL NOTE TO PURCHASER. Should any hog arrive in bad order, buyer must have express agent note on bill exact condition of said hog, said bill must be forwarded to me for damages. This will enable me to collect from Express Company and immediately reimburse you.

"SPECIAL NOTICE: We enclose a special stamped addressed post card for your consideration. We expect to get out special literature and fill the entire mailing list at least every 30 days. However, this is expensive and all names will be dropped from list except those that sign and return post cards enclosed. PLEASE REMEMBER THAT THIS OBLIGATES YOU IN NO WAY WHATEVER. IF YOU ARE INTERESTED IN ANY WAY WE ARE PLEASED TO MAIL LITERATURE AND CATALOGS TO YOU. WE WILL DEEM IT A VERY SPECIAL FAVOR IF YOU ARE NOT INTERESTED IN POLAND CHINAS IF YOU WILL KINDLY HAND THIS TO A FRIEND WHO IS. WE THANK YOU. W. H. CHARTERS."

The postal card referred to was merely an application to be filled out by the addressee so that he would continue receiving Charteroak Farms literature and announcements. The prospective customer was invited to make his requirements for boars, bred or open gilts or bred sows known, and mail the card back to Charters. He revises his mailing list frequently. Persons who do not return the cards are dropped from the list.

This folder was printed on good quality white paper. The only color used was in printing the farm name in red on the address side. On the back was a picture of his farmstead with a short statement of the farm history, development and quality of the herd. The folder was of four pages $4\frac{1}{4}$ by 9 inches. It was mailed under postal "Permit No. 1, 1 cent Paid, Butler, Mo.," to avoid the necessity of affixing stamps. Charters had been using the permit for his third-class matter for several years. A similar folder on orange paper was mailed out in announcing a sale of Shorthorns in 1922.

A small name blotter in the form of a business card gives the telephone number, name of the farm, the breeds of stock produced, Charters' name, post office box and address. In the upper border of pink this card states that "Charteroak Polands Make Good" and in the lower border: "Ask the Man Who Owns One."

A four-page circular, $3\frac{1}{2}$ by $6\frac{1}{2}$, illustrated with a picture of the farmstead, and of neat typographical appearance, tells about Charteroak Farms Single Combed Rhode Island Reds. One of the inside pages contains a letter about the chickens and Charters' standing as a breeder by the former county agricultural agent, R. A. Langenbacker.

Another form of mail advertising is merely a sheet of ordinary business size letter paper on which he prints a list of stock for sale. This "sale sheet" does not go into detail and is designed merely to invite inquiry from persons who may be interested in any one of the three classes of stock which he breeds.

Mr. Charters has developed one of the most effective mail selling campaigns of any breeder in the country. His printed matter is devoid of extravagant statements and for that reason inspires confidence. His advertising campaign was greatest during the early years of his mail order selling because special effort was necessary owing to his change in selling methods. Although he adopted mail order selling exclusively during the last days of the inflation period he later returned to auctions. But his mail order selling remains a big factor in his business. Special advertising devices have been continued. He succeeded in selling purebreds during the years of depression and thereby maintained his herd. Adaptations were necessary with changed conditions. Ten years after deflation set in he was depending upon a card index of prospective buyers and upon advertising of limited distribution for obtaining business. His catalogs and mailing pieces for the fall of 1928 and the spring of 1929 were similar to those already described. It is interesting to note that of the contemporary breeders who yielded to the persuasions of the auctioneers and the advertising representatives of breed papers in 1920 and 1921, few were in business ten years later. The Charteroak herd survived because its owner chose, first to be honest, and because later he adopted the necessary merchandising methods to move his surplus in a period when selling was extremely difficult.

Tomsons Interest Neighbors. — Tomson Brothers, Wakarusa and Dover, Kansas, among the best Shorthorn breeders in the United States, sell wholly by private treaty, except a few animals which they consign to breed association auctions. They have built up a trade at private treaty which takes practically all their surplus largely by advertising and by selling only cattle that will be a credit to themselves and the breed.

They have been able to persuade a number of their neighbors to buy foundation stock and the demand for Tomson

Shorthorns usually is strong enough to absorb the surplus of these smaller breeders. They have also been active in 4-H calf club work. Some of their own cattle have been taken by club members for this work, but Tomson Brothers' interest in club promotion is not for the purpose of selling their own cattle so much as it is in helping the cause.

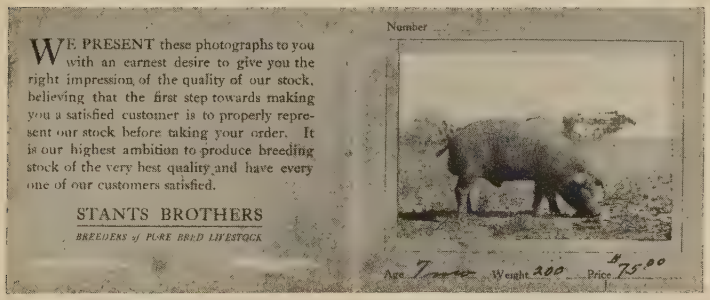
Pictures Aid in Selling. — Most breeders who use display advertising extensively illustrate it with pictures of animals. But the more effective use of pictures, that of sending to prospective customers a print of the animal under consideration, has been neglected. However, a few breeders are following this policy. It is better adapted to horse and cattle selling, perhaps, than to that of hogs, sheep and poultry. This is particularly true because a single animal represents a greater value usually and the breeder can afford to have pictures taken.

J. O. Singmaster, Keota, Iowa, has found pictures very effective in making sales of Percherons by mail. Ira Romig, Holstein dairyman, Topeka, Kansas, disposes of most of his surplus stock by mail order. He sends a picture of a calf together with the pictures and records of its sire and dam along with the pedigree to prospective purchasers. This, from the viewpoint of the buyer, is next best to seeing the animals. Mr. Romig requests that the pictures be returned. In this way he usually gets a reply from the prospective customer whether or not he buys. Many of the returned pictures bear evidences of having been examined closely by many different persons. Not infrequently the men to whom they were sent write him that they were exhibited to neighbors. Thus they become an advertising medium with possibilities of additional sales.

An unusual employment of pictures is made by L. Larson & Sons, Jersey breeders, St. James, Minnesota. In the center of their printed letterhead is a small rectangle, $1\frac{3}{4}$ by $2\frac{1}{4}$ inches. Small pictures of breeding animals or a group of young stock are pasted in this space. The device not only adds to the appearance of the letter head but it

creates interest and gives prospective purchasers some idea of the quality of their Jerseys.

Stants Brothers, Abilene, Kansas, use photographs effectively in selling. They print a small booklet on good paper and in a heavy colored cover. At the top of each page is space for pasting a photograph, which may be a representative of their herd sires, brood sows and litters, yearling gilts, nine-month gilts, pigs at weaning time, a collection of crates containing hogs ready for shipment. The reading matter under each picture pertains to the


WE PRESENT these photographs to you with an earnest desire to give you the right impression of the quality of our stock, believing that the first step towards making you a satisfied customer is to properly represent our stock before taking your order. It is our highest ambition to produce breeding stock of the very best quality and have every one of our customers satisfied.
STANTS BROTHERS
BREEDERS of PURE BRED LIVESTOCK
Number
Age 7
Weight 200
Price $75.00

Pictures make selling easier. This little folder presents the photographs in an attractive way. Duplicates of the right hand page alone are printed so that additional pictures may be pasted on them and inserted between the covers.

herd and the class of animals pictured. In addition they use heavy paper folders for picture mountings. These are $4\frac{1}{4}$ by $3\frac{1}{2}$ inches. No printing appears on the outside. The left page inside is given to an explanation of why the picture is sent — to enable the prospective customer to visualize the quality of the stock offered. On the opposite page is the photograph of an individual animal or a representative of the class offered. Above it is space for writing a reference number and below the picture are blanks for the age, weight and price.

Stants Brothers developed a mail order campaign during five years that resulted in the sale during the two years

following of 350 hogs to 135 customers. They specialized in weanling pigs because they represented a lower investment to themselves and a lower cost to the buyer. This stimulated sales. They also specialized in groups, a boar with two to four sow pigs. The man who bought five gilts was privileged to buy a boar at half price. If he bought 10 gilts, he was given a boar. They provided a system of credit, with 25 per cent of the purchase price in cash, and deferred payments bearing 8 per cent interest. Notes or chattel mortgages with the hogs as security were accepted. Their hogs were shipped on approval and in case of rejection they paid transportation both ways. These special concessions enabled them to do a big volume of business in the period of low prices and were effective in carrying them over the ruinous depression.

L. B. Jones, vice-president of the Eastman Kodak Company, used pictures, as might be expected, in selling his purebred Holsteins. One very effective picture was of a cow standing in front of a stack of 27 milk cans. The cow had produced enough milk in 30 days to fill those cans. Thus the productive abilities of the animal and her offspring were told at a glance.

Camera prints, if the animals have been properly posed, give the buyer as good an idea of the animal as he can acquire without actually visiting the farm. Of course illustrations in advertisements and printed sales literature give a general notion of the quality and conformation, but such pictures are subject to retouching. A camera print in particular is likely to be a true representation. Any breeder can take his own pictures and aside from the first cost of the camera, they do not cost much. A little practice and study of posing will enable any one to take pictures that can be used in selling.

Selling on Installments. — The Ohio Guernsey Breeders' Association undertook a method of selling breeding stock and dairy animals on installments. The plan was put into effect by F. S. Barlow, field secretary of the organization.

He made arrangements with local bankers to lend money on cattle purchased by their customers. The buyer, under this plan, pays from a third to a half down and then pays the rest of the purchase price by monthly installments. If the buyer has insufficient funds for the cash payment, he starts a savings account in the bank.

This is not unlike the plan followed in establishing the dairy community at Fulton, Kansas, from which the industry spread to every section of the county and made Bourbon the first county in point of production and dairy cows in the state. This was a buyer's plan, but it would work as well in selling. F. H. Niles, local banker, financed the purchase of cows by advancing the full price and permitting the farmers to repay him with half of their bi-weekly cream checks.

Standard Prices for Purebreds. — Why should purebreds, the superior, be sold by guess and by barter, while market stock, scrubs and grades, the inferior, if you please, be sold on standard market classifications? This question resulted in a plan, worked out by D. H. Doane, former county agent leader for the University of Missouri College of Agriculture, and later a consulting agricultural specialist, to undertake a plan for standardizing prices for purebreds. It was outlined to C. H. and E. J. Krause, Wilco Farms, Willisville, Illinois, and they put it into practice.

When the plan was undertaken the farm had a herd of 150 purebred Holsteins and 100 purebred Duroc Jerseys. Both herds were of good breeding and had demonstrated their ability to produce and win in the show ring. The price of Holstein calves was based upon the production of their dams or a near relative. Only those calves which were normal and desirable in conformation, markings, health and general appearance were offered for sale. In the case of bull calves, none were offered from dams which failed to produce at maturity 12,000 pounds of milk or its equivalent in fat. Proper allowances for age or shorter period records were made in case of younger dams or those on

which yearly records were not available. At the outset definite prices were made, although they were to be adjusted in case they were not found satisfactory. For instance, a bull calf from a cow which produced at maturity 12,000 pounds of milk or its equivalent would be priced at $25 when it was dropped and $10 would be added to the price for each month of age. For each 1,000 pounds of production of the dam or its equivalent the price at birth would increase $10 up to and including 19,000 pounds. Thus a bull calf from a cow which produced 19,000 pounds of milk or its equivalent would be valued at $95 the day it was dropped plus $10 for each additional month it was kept on the farm. A calf from a 20,000-pound cow would be valued at $100, from a 21,000-pound cow at $150, from a 22,000-pound cow at $200. Mr. Doane believes that such a scale offers a price that will fit anybody's means. If a farmer or breeder had a minimum amount of cash, he could buy a bull calf from a 12,000-pound cow for $25. At six months of age that calf would cost him the original $25 plus $10 a month, or a total of $85. As a yearling it would cost him $145. If a better calf were desired, the breeder could spend $200 and obtain one from a 22,000-pound dam.

Prices for the Durocs were based upon the average top price for fat hogs at East St. Louis, Illinois, during the six-month period prior to date of sale. The average was figured from January to June and from July to December inclusive. To this average was added 5 cents a pound and this multiplied by the weight of the hog made the base figure. From experience Wilco Farms found that advertising, vaccination, crating and registration and similar expense cost about $5 a head. This, added to the pound valuation, made the price for an open gilt. If the buyer desired a bred gilt, $5 was added to the price. Boars were sold at the same price as bred gilts. The following example is offered to illustrate the price which a buyer would pay for a gilt. Suppose he wanted a gilt in November, and the average top on hogs at East St. Louis, January to June

inclusive, had been 8 cents. The gilt would weigh 125 pounds. Add to this 8 cents the extra 5 cents, which would make the price of the gilt 13 cents a pound. Her weight times this price would make a total of $16.25 which, plus the overhead charge of $5, would make a price of $21.25 for an open gilt. If the buyer desired her bred, another $5 would be added. Thus when the average top price for fat hogs was 8 cents, a 125-pound bred gilt would cost $26.25. The price varied according to weight with a minimum of 100 pounds. However, if the animal weighed less than 100 pounds when she was purchased, the buyer was privileged to leave her until she attained the weight.

Selections were made for buyers who ordered by mail according to the grading and weights desired. With the Durocs, as with the Holsteins, careful culling was done and no abnormal individuals were offered. All hogs were either registered or subject to registration.

The management of Wilco Farms felt that this plan had many commendable features. Buyers were permitted to go over the entire offering of sale stock to make their own selection and when they found one which they liked, they knew that a standard price was set upon it and that the owner would not boost the price merely because the buyer was pleased with the animal. Mr. Doane considers that the plan of selling Holsteins has the following advantages: "(1) It gives the buyer confidence in us and our stock because an open, standard price is clearly established. (2) The young man or the beginner enjoys the same degree of safety in purchasing as the older or more experienced buyer. (3) The man of means knows that no special price will be set just for his benefit, simply because he is supposed to have plenty with which to buy. (4) Every animal has value in keeping with and based upon the production record of his dam. (5) All production records are either strictly official or semiofficial. There are no guesses or private calculations. (6) A price range of more than 400 per cent allows the greatest latitude in selection."

Unfortunately the plan was not in operation long enough to demonstrate its practicability. The mining company which operated the farm had difficulties in a coal strike and sold the herds. Under date of March 13, 1923, Mr. Doane wrote:

"All of us who had any experience with the plan, found that it was satisfactory. I will say that its chief difficulty was psychological. It seems that most persons feel that they have driven a shrewd bargain when by their talk and maneuvering they are able to obtain a lower price than the one first mentioned. In some instances, our inability to adjust prices because of this desire worked a slight hardship, although we generally overcame it by offering an animal that suited the size of their pocketbook rather than changing the price on any particular animal. The variable factor in our price scale made it possible for us always to keep in line with market conditions.

"I wish that I could give the results of a full and fair test on this plan because we still have confidence in it."

Writes a "Selling" Letter. — J. M. Hackney, owner of Arden Farms, St. Paul, Minnesota, prepares catalogs and booklets which describe his Holsteins and their records. For instance, one of his spring booklets contained long-time records, short-time records, production prizes and combination honors of the herd sire, King Segis Pontiac Count, and a list of accomplishments of Piebe Laura Ollie Homestead King. A list of bulls for sale and a brief description of their breeding and records of dams and sires were included. Concerning his methods of selling Mr. Hackney said:

"I have always been able, by frank, open letters of explanation of the blood lines, type and production records of my animals, to sell them and have sold them all over the world in nearly every country on the face of the globe, and it has been done largely by this method of correspondence. I always have a circular to send along, but the circular is always backed up by a letter as strong as I can write, setting forth my personal observation of the animal I submit. I

have always been able to get a better price and place my animals where they would do more good by this method of salesmanship than by selling them through the auction ring. I have nothing against the method of selling at auction only that there is so much done at the auction to excite the average buyer and I have always been somewhat against that form of salesmanship on that account, but it seems that it was the only way we could do it and perhaps it will continue to be so."

How Fisher Sells Chester Whites. — The following comments were extracted from an interview with James Fisher, Eastman, Wisconsin, written by Joe Alexander and published in *Farm and Fireside.*

"I have been advertising Chester White hogs from my farm for thirty-seven years. Advertising has always found buyers for all my stock, and in all that time I have never felt that I could afford to withdraw a single advertisement.

"My first step in the hog business was to buy four pedigreed Chester White sows and a boar for $60. That was thirty-eight years ago.

"Those four sows raised me 28 pigs the next spring, my start in the Fisher's Fashion strain. I chose that name right off, and still have the same blood in my herd.

"At first there was no local market for breeding hogs, so I turned to advertising to find a market outside. My first fling was a one-inch ad in the old original *American Swineherd*, then published in South Dakota by James Baynes. I gave him a three months' contract, sat back and looked for inquiries to roll in immediately. But things didn't work out that way. Maybe I wasn't disgusted! But the second run of the ad brought results, and before the third ad appeared all my spare pigs were sold.

"Seeing what could be done by advertising in one paper, I steadily expanded the size of my herd and the amount of my advertising, until I was raising 300 pigs a year and running ads in eight or ten papers. In time I learned that the better class of farm papers alone brought me best returns.

"I got out printed letterheads and envelopes the first year I was in business. Felt pretty big when I saw James Fisher printed on those first letterheads. It took me several years to come to the point of getting out a printed catalogue, but for the past thirty years I have been doing it, and find that it pays well.

"My catalogue is well illustrated with pictures of my hogs and farm. It gives full details about my herd, our breeding methods, how we do

business, how to get to our farm. I try to make it answer every question a prospective buyer would be likely to ask, and include a number of letters that have come from men who have done business with us.

"A typewriter came along in time, too, but at first the pesky thing wouldn't spell. When I finally taught it to behave I came to like it, and now I wouldn't know how to get along without it. Which just all goes to show that you really can teach an old dog new tricks.

"As my business and the number of inquries grew, I learned to key all my advertising to let me know exactly the number of inquiries and the dollars-and-cents returns each paper was responsible for. I use different post-office box numbers, like No. 5, No. 7, or No. 4 — odd numbers for weekly papers and even for the monthlies.

"I soon found that an office must be run in a businesslike way, with files for correspondence and records for advertising returns and deliveries. Advertising is worthless if you don't back it up by keeping and using the information it brings.

"Continuous advertising pays best. That is the most important lesson I have learned. When you appear before readers every week, every month, year in and year out, a strong impression becomes fixed in their minds. Advertising doesn't take much of my income, considering the amount it brings in, and it never has.

"In poor years it takes more, both in proportion and in total amount, than it does in good years. In ordinary years I set aside something like $800 for advertising; that has been my average for a long time.

"But when times are bad and buying is slow, I increase the amount. Last year I spent about $1,000. Takes more persuading to make sales in tight times, you see. Advertising keeps my old customers by gently reminding them that we are still in the business. I have never hit on any other way of doing that.

"A catchy advertising idea pays dividends. I laid awake nights until I found one for myself. It was used in my first ad thirty-seven years ago, and I still use it to-day. It is a cut of a pig in a crate. I use it invariably no matter what the wording of the ad may be. That pig in a crate is almost a trade-mark.

"When the reader looks over hog ads, he is thinking of a hog in a crate, isn't he? Well, he comes to my ad, sees a picture of a pig in a crate — just what he is looking for — then reads the ad. Maybe he reads it a second time. Perhaps he writes me a letter. He gets to thinking of a pig in a crate tagged to him and delivered at his railroad station, and before long he is loading a shipped-on-approval pig in a crate into his own wagon.

"Every buyer wants to know three things, and would rather find them in your ad than ask them by letter. Moreover, he will get in touch with the man whose ad does tell the three things he wishes to know. They are:

"1– What type of hogs you offer for sale.
"2– How you transact your business.
"3– About pedigree.

"For instance, one of my ads reads alongside of the cut of the pig in a crate:

"'For sale: Chester White pigs of the large, smooth, easy-feeding kind.'

"That answers the first question.

"'These pigs are good enough to ship to you C.O.D. anywhere,' tells how I transact business C.O.D., shipped on approval.

"'Pedigrees sent when pigs are shipped,' says all there is to say on the third point, saving no end of questions and answers by mail.

"One mistake that many advertisers make is to expect their ads to sell their pigs for them. No ad can do that. A paper can only bring the buyer in touch with the seller but the seller must do the actual selling himself. Have the right kind of goods and you'll make easy sales and satisfied customers. Satisfied customers are easily kept, and they are one of the greatest assets any advertiser can have. Some of my customers have been buying from me ever since I started in business. In ten years I have sold 27 hogs to one man. Many of my customers are of the second generation, and are still satisfied.

"I advertise my pigs as easy feeders that grow quickly to large size; I brag about big litters and careful, good suckling mothers. But I back up those claims. Last March my 20 sows raised 207 pigs, an average of more than 10 pigs per litter raised. Five of the same sows raised 54 fall pigs. How's that? Constructive breeding for thirty-seven years has done it, and now I have the truth up my sleeve. Advertising must be supported by honest goods.

"I have a good opinion of the honesty of the average man. I ship my pigs on approval. If not satisfactory, we pay express charges both ways. Haven't had a pig returned in ten years, but I stand back of the offer — even guarantee safe arrival, chancing injury in transit; but with healthy pigs and strong crates there are few injuries.

"My son, who is now my partner, makes every crate we use, and he makes them to measure. With a carpenter's rule he takes the length, height at shoulder, and width through chest. Then he makes each crate exactly to that measure, light but strong and well braced.

"Many hog breeders make a big mistake by insisting on having crates returned. That is poor business, considering the small cost of a crate. Here is what happens: A buyer forgets to return a crate. He gets a letter jacking him up; pretty soon he gets another. He gets sore, for any man hates to be prodded. Just the ornery human nature of all of us, I guess. Anyhow that darned crate can rot before he'll send it back. But down in his heart the buyer feels that he still owes a debt, so when it again comes time to buy he goes to some other breeder. Human nature again, but that 75-cent crate has lost a customer.

"Nowadays a man must put his best foot foremost, for first impressions count with buyers, and many of them now come to see my stock. An auto may drive into the yard at any time, so I keep things up to scratch. Cars with license tags from every state have stopped here on tours.

"But most important of all: Have the right sort of hogs, then feed them to develop breeders, no matter what the cost may be to you. That is what the buyer is after — and will pay for. Have hogs you can well be proud of, then tell buyers so with plenty of printer's ink. That applies to whatever you have to advertise."

How Banburys Averted Financial Ruin. — When deflation ruined the purebred market, J. C. Banbury & Sons, Polled Shorthorn breeders, Pratt county, Kansas, were overstocked. They decided upon a reduction of prices somewhat in proportion to the ability of farmers to pay. They adopted merchandising methods which before had been unnecessary in an effort to move cattle. They undertook an active advertising campaign which was at variance with the action of other breeders. Not only did they reduce prices but they offered groups and foundation collections at further reductions. They agreed to deliver free, three or more animals, within 100 miles of their farm. If the distance was greater or if the number of animals was smaller than the specified minimum, they shared the delivery expense. These deliveries were made by motor truck. This delivery service was a great advantage to buyers because carriers at that time offered no concessions in rates for purebred animals.

They circularized their mailing list regularly as a supplement to their advertising campaign. Each season they prepared a price list which contained the names and descriptions of the animals offered, the date of birth, names of sires and dams, and approximate weights of the offerings. One of the strongest features of their selling plan was a contract to buy back the calves of females sold, at half the price of the dam when the calves were seven months old. The buyer had to elect at the time of purchase whether he would accept the contract, because it was necessary for the Ban-

burys to know in advance how many calves it would be necessary for them to take. Further, the buyer was obligated to take proper care of the calf to insure normal development.

This agreement was an excellent selling point. It proved to the purchaser that Banburys had confidence in the future of the purebred business. It insured him a market for his increase. It afforded him an opportunity to get his foundation females at half the reduced price, plus the cost of rearing the calf. By these various devices the Banburys sold 250 purebred Polled Shorthorns in two of the worst years the purebred business has experienced.

The Purebred Agent. — Meridale Farms, Delaware county, New York, one of the largest Jersey breeding and importing establishments in the country, has found the agent an effective factor in selling purebreds. This firm has one agent, J. J. Murray, in Marshall county, Tennessee and another, C. Albert Fox, in Chester county, Pennsylvania. Cattle are sent to the farms of these agents to be sold. The quality of such offerings depends upon the demand. The agents are paid a commission for making sales. The amount of their compensation varies somewhat and is dependent upon the service rendered in making sales and in maintaining the cattle on their farms. Meridale Farms have found that these agents are quite helpful in increasing sales.

A similar arrangement is maintained by another importer, W. R. Spann & Sons, Morristown, New Jersey, with an agent in Georgia. Such a plan can be used by a breeder or an importer who does sufficient volume of business, but of course it would not be practicable for a small herd.

CHAPTER SEVEN

NEW IDEAS IN AUCTIONS

Auction sales are almost as old as the market for improved livestock. This method of selling, like the first purebreds, was imported from England. Public sales were quite common in the British Isles during the latter part of the eighteenth and the early part of the nineteenth century. They were first used in the United States for the disposition of stock brought to this country by men who made a business of importing in large numbers. Mention was made in a preceding section of early auctions and how they became more and more common as purebreds increased in this country.

The popularity of auctions among breeders is apparent. George W. Berry, Lawrence, Kansas, former Berkshire breeder, fieldman for several different publications and later an auctioneer, has explained it briefly:

"The auction sale appeals to the breeder because it is the surest and most efficient way of disposing of surplus stock, and in the end, the money is received in worthwhile amounts, in a single day, rather than in dribs at retail through months of waiting and uncertainty attended by expenses, feed, labor and risk. And in the broader sense, the public sale is the most effective way of interesting the greatest number of farmers who are always prospective buyers of purebreds, and of placing improved livestock on more farms."

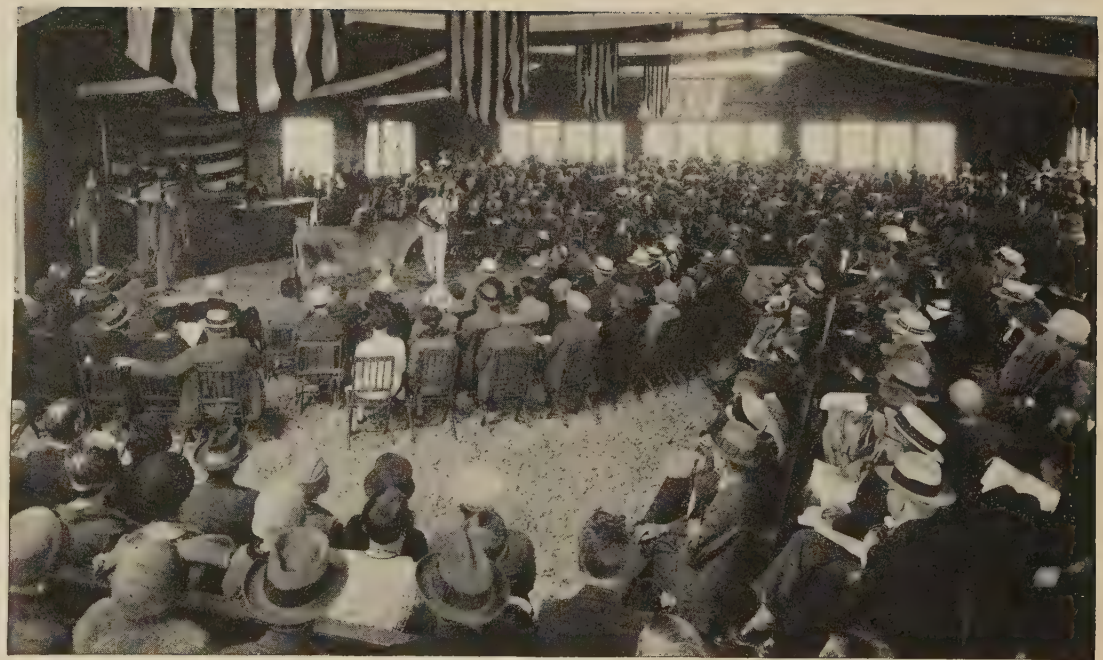
All breeders may not agree with Mr. Berry that the auction is the most efficient and effective way of selling, but it does possess the merits he holds for it in a measure at least.

Certainly it is an easy way of selling, particularly when the bother of selling at private treaty is considered. And many breeders have turned to it for the solution of a complicated problem. Witness the "confession" of W. S. Corsa, White Hall, Illinois, one of the foremost Percheron and Berkshire breeders in the country:

"As a general policy I have adopted the public sale 'to make selling easier.' The fact is I have always approached the selling end of the business with fear and trembling, and this is not a good state of mind for a good salesman. I am not a good salesman at private treaty. I am always in the place of the other fellow — the buyer. At that I have to tackle the job more or less repeatedly but have not been overheated in the undertaking in recent times. I have certainly not developed anything unusual in the way of selling livestock."

Despite his modesty, Mr. Corsa has through his ability as a breeder and through a custom he follows with respect to helping his customers dispose of their stock, developed a system of selling that no doubt has resulted in many repeat orders. How Mr. Corsa helps a breeder materially in selling his surplus production is illustrated by the experience of a Kansas breeder. Ira E. Rusk, Sumner county, explained that he found advertising unnecessary because he had purchased several foundation animals from Mr. Corsa, who had referred prospective customers to him and that they absorbed his surplus. Furthermore, Mr. Corsa's standing as a breeder is such that a man who has stock of Corsa foundation usually finds ready enough sale if horses are moving at all. Rusk might have sold more or obtained better prices if he had advertised and outlined a selling program on his own account, but he has been able to dispose of all his surplus at satisfactory prices and at very low cost. About the only advertising he has ever done has been showing at Wichita and payment of his proportionate expense of the advertising of consignment sales at the show.

His is not an isolated case so far as Mr. Corsa is concerned,



The sale ring at Meridale Farms, Meredith, N. Y. The cow, Imp. Snow's Pansy, sold for $6,000 to F. Eugene Dixon, who made his bids by telephone from Philadelphia, 200 miles away. The bids were received and announced by P. A. Dutton, managing-partner of Meridale Farms.

who when he was asked to tell how he helped his customers sell said: "It is very gracious of the breeders who have purchased from me to credit me with providing the advertising necessary to sell their stock. They do me too much honor. It is true that for perfectly selfish motives I have told their story to the world along with my own where it applied to the line of livestock in which we were mutually interested. That is all, except to say that I esteem it great pleasure to keep in close touch with my customers and have endeavored to make the business profitable to them as well as to inquirers for stock which could be furnished by my customers."

That is simple, yet it embodies the principles of a successful selling program. It is not a complicated plan and probably was born of Mr. Corsa's desire to help his customers as much as to help himself. Even he probably does not realize how greatly his efforts have broadened the market for his Percherons or how strong a factor they have been in bringing customers back to his auctions for more animals.

Few changes or variations are possible in auctions. They have remained essentially the same throughout the years. However, an occasional new idea creeps in. Whether these have any advantages is a question. Something unique does have an advertising value and for that reason some of the plans which follow have attracted attention. In some of these cases the unusual or desirable feature as the case may be is not in the auction itself, but in the use that is made of it.

Auction for Local Buyers. — R. L. Hill, former Duroc Jersey breeder, Columbia, Missouri, built up a trade by mail order and private treaty which he could not supply from his own herd. To encourage the production of stock of his breeding in the community, he held local auctions. These were rather infrequent and were advertised but little outside the county. Local farmers took most of these hogs and Mr. Hill always had an option on the pigs which these farmers produced so long as they followed his line of breeding.

This gave him a ready supply of pigs at all times for filling mail orders. This idea of developing a community production of a given line of breeding by one breeder is not new, but the plan of developing production by holding auctions is unusual. The common custom is for the breeder to place brood animals in the hands of neighboring farmers on the shares or to sell the females outright at private treaty and agree either definitely or conditionally to take the surplus offspring.

Top Consignment Sales. — Tomson Brothers, Wakarusa and Dover, Kansas, previously mentioned as selling at private treaty, patronize the breed association sales. They always support the county and district sales and their policy is to put into these auctions a few young animals. They aim to consign something that will top the sale. Such policy is good advertising. Every published report shows that Tomsons' Shorthorns topped the sale. Every breeder who attends the sale is impressed with the quality of Tomson cattle. The buyer, rest assured, will never miss an opportunity to tell that he bought the highest priced animal in the association sale and tell where it came from. His neighbors thus learn about Tomson Shorthorns.

This custom is a part of their advertising plan. It helps immeasurably in their private treaty selling. The same idea is followed out in their showing. They rarely show an old animal. They pick calves which they expect will be good enough to win. That advertises their young stock and the sires and dams as well. Hundreds of prospective customers visit their farms every year, and the cattle are always in presentable condition.

Public Sale without Auctioneer. — Charles Mayne, former minister, Griswold county, Iowa, specializes in producing purebred Duroc Jersey feeder pigs. He grows the pigs out on alfalfa until they weigh about 100 pounds. Then he advertises a public sale among feeders. About a score of feeders attend the sale. Mayne has the pigs assembled for inspection. Then he takes the bidders to

the bank in Griswold where each man's bid is placed on a card. This relieves the necessity of an auctioneer. The high bidder takes the whole lot of pigs. The pigs bring from 1 to 3 cents a pound above the fat hog market at that time. In the fall sale of 1923 the successful bidder lived 36 miles away. He took the shotes home in a motor truck. Mayne produces two litters a year and disposes of both in this way.

Consignment Sales His Outlet. — The Central Shorthorn Breeders' Association sales and the American Royal sales, both at Kansas City, provided a market for A. O. Stanley, Shorthorn breeder, Sheridan, Missouri, until his death. He was in the breeding business about 25 years and in that time built up an excellent herd. He preferred to limit his production to about 40 head a year. These he culled rigidly. Approximately half were steered and sent to market. The other half were consigned to the two sales. This plan of selling is essentially the method followed by English and Scottish breeders.

Stanley found that these auctions were well adapted to his needs. His share of the advertising and other sale expense was not burdensome and was probably much smaller per head than it would have been if he had held an auction of his own. Of course the consignment sale was less bother to him. He was assured that it would be well managed and that expenses would not be excessive. In several cases these sales brought higher prices for his cattle than he had agreed to take at private treaty. At one time he had priced an animal at $800. The prospective buyer had refused to pay that much. Stanley shipped the animal to Kansas City a short time afterward and it brought $1,050 in the auction. Another animal topped one of the sales at $800. He had priced it for private treaty at $500. Such experiences led him to believe that his cattle would sell at auction to better advantage than at private treaty.

Stanley did very little advertising on his own account. He never exhibited except at the Royal and the Central

shows. He took the best he had to these shows and consigned them to the sale. "I cannot sell a plain animal any better than anybody else," he said, "but I can get a premium for a good animal in the consignment sales."

Laptad's Auctions. — Some twenty-five years ago, F. G. Laptad, Lawrence, Kansas, established a purebred herd of Poland Chinas and one of Duroc Jerseys. He intended to try the two breeds and later drop one of them. He soon found, however, that producing two breeds was an advantage because it attracted a larger number of customers. During the first nine or ten years, Mr. Laptad sold exclusively at private treaty. He was operating a bottom farm in the Kaw River Valley and this took so much of his time that he could not devote as much attention to private selling as it required. He then began to hold auctions. He is a producer of pure seeds and in addition raises the field crops that are common on a general farm. To simplify the selling of purebreds he determined to hold regular auctions and let the mail order and other private treaty business develop as it would. Now he sells every year in April and October. He maintains a herd of females that will supply just about the number of pigs for these auctions. Half the offering is of Durocs and half of Polands. Thus he appeals to a larger number of buyers and his sales are usually well attended.

Spring pigs are sold in the fall at six or seven months of age. Fall pigs and gilts of the previous spring farrow are sold in April. "I can make more money by selling in this way than I could by holding my pigs longer," said Mr. Laptad. "Of course the young animals will not bring so much as older ones, but I prefer to sell them out of the way. An average of, say, $40 to $75, for pigs of the age I sell is better than holding them until they are twice or three times as old and making an average of $100. Under my plan of selling I turn my money more frequently and do not have the expense and risk attendant upon holding them longer."

Mr. Laptad is able to standardize his output. He produces about the same number of hogs every year. He knows now about how many hogs he will produce five years hence. By holding his auctions regularly he is able to arrange his other farm work accordingly. He reserves the necessary time in April and October each year for preparing the sales. The regular auction also has an advertising value.

An Auction without Bids. — To avoid the objectionable features of the ordinary auction, the Grove City Accredited Cattle Show and Sales Association, Grove City, Pennsylvania, has established a system of auctions without bids. The cattle are selected in the usual manner for consignment sales and a catalog is prepared. The price of each animal is stated in this catalog. On sale day the sales manager gives the breeding of the animal and calls for the name of any one who is willing to pay the price.

The first sale of the organization under this plan was held in January, 1923, when 25 Jerseys were disposed of. Later, in April of the same year, the plan was used for selling Holsteins. R. R. Welch, manager of the association, considered these sales were successful and the breeders themselves were satisfied, which would indicate that the plan has merit from the viewpoint of breeders. In the fall of that year Holsteins, Guernseys and Jerseys were offered in the same way.

Further detail of the organization and their plan of selling are given by L. L. Rummell of the *Ohio Farmer:*

" This association consists of 180 members owning cattle of these three dairy breeds. Besides holding these consignment sales under this plan, the manager makes many private sales, the last two years more than $100,000 worth of cattle. Five per cent commission is charged on all sales of members, whether made by the manager or by the member himself. There are in this community around Grove City about 225 accredited herds.

" The association owns four acres of land just outside the

city and adjoining a park of 200 acres. Here they erected three buildings for holding the annual Dairy Show.

"According to the conditions of sale all cattle must be from fully accredited herds, and no misrepresentation will be allowed. All are warranted in good health and guaranteed breeders. The breeder himself in coöperation with Mr. Welch writes out the pedigree for catalog and sets the price, which is printed with the pedigree. If two or more give their names as willing to buy at that price, they draw by lots, and the one whose name is drawn gets the animal. No deviation from the printed price is allowed.

"The idea originated from the distribution of cattle brought into Grove City by the Grove City National Bank several years ago, when the cashier in company with Mr. Welch and a few farmers selected, in Michigan, carloads of purebred females to be sold to farmers at cost. When these cars arrived at Grove City, the farmers came in and drew lots for each cow or heifer as she was brought out and her actual price plus shipping cost was given."

The sales in the fall of 1923 were not so successful as those in spring. In commenting upon this type of auction Mr. Welch said:

"We believe that this kind of sale is good in principle, but of course we have been somewhat discouraged because of the lack of interest in our fall sales. This, however, may not have been due to the style of sale. We felt that we had the prices right. In fact, we had the prices on the animals listed for these distribution sales lower than they would be offered at individual sale. Some of the animals, which failed to sell at our sale held in October, have since sold at $25 per head above the price at which they were listed in the catalog."

Auction by Mail. — In the spring of 1922 the *Red Polled Journal*, Red Wing, Minnesota, carried an advertisement of a mail auction. In the issue of May 10 of that year appeared the following copy:

HOW MUCH AM I OFFERED!

For OAK GROVE TEDDY

This beautiful young, purebred, registered Red Polled bull calf will be sold.

TO THE HIGHEST BIDDER

Transportation charges to buyer's station PREPAID.
If shipped by express actual cost of crate extra.

Sire:
J. D. Teddy's Belmont 33892
Bred by Jean du Luth Farm

- **Teddy's Best 17603 (A.R.)** Many times champion and sire of many champions.
  - **Teddy 11069** A sire of deep fleshing quality, tracing through his first three dams to the best producing blood in England.
  - **11458 Lily** Sold for $150 at 13 years old for a milk cow. Near related to Flora (AR) and Gipsy (AR).
- **38678 J. D. Lady Burke** Bred by Jean du Luth Farm
  - **Liza Lad 23108** By Maypopson (AR). Out of 26498 Liza (AR). Bred by A. P. Arp.
  - **34866 J. D. Lady Belmont (AR)** By Proctor Knott (AR). Sire of world champion producing cows.

Pedigree of **Oak Grove Teddy.** Calved Sept. 3, 1921. Bred by E. B. Craddock, Cluster Springs, Va.
Sire:

Dam:
48584 Gemina
One of a pair of heifer twins, both excellent milkers and their dam a high producer.

- **Curle's 64th 23410** Dam and grandsire imported from England and A. R.
  - **Dasher 13481** By Imp. Corporal (A. R.) Bred by J. W. Martin.
  - **30847 Honingham Claret (AR)** Bred in England
- **35772 Cherry** A 5 gallon cow.
  - **Nestor 19837** By Furious 8160 by Corporal (AR) Bred by J. W. Martin.
  - **32486 Ivanhoe Aurelia** Record to 95 Cherry P 9.

Teddy was calved September 3, 1921, bred by E. B. Craddock & Son, of Oak Grove Stock Farm, Cluster Springs, Va. Coming from such an old, high class, reputable herd, you know he is O. K. without anything more to recommend him. But look at his splendid pedigree in this advertisement, and read what Mr. Craddock says about him:

"This calf was weaned two months ago (at about seven months old) and is now on blue grass pasture and fed grain twice daily. He is **a beautiful calf, dark red,** and **the man that gets him will get something worth while."**

Teddy is from the same herd and similar breeding as one bought last year for export by the President of Venezuela.

This chance to buy a superior herd sire at your own price will be offered for a short time only. So be quick... Mail your bid to the Red Polled Journal, Red Wing, Minn., accompanied by a subscription to the Red Polled Journal, for one year or longer. For further information about this calf, write (enclosing postage for reply) to Oak Grove Stock Farm, Cluster Springs, Va. Terms cash when knocked down. **Do not send any money with your bid.** Teddy comes from an accredited herd. Registration papers go with him without extra charge, also transfer of title As our auctioneers, J. W. Larabee, H. J. McMurray and Edw. C. Bryan (see their ads in this issue) would say, **How much, men? Give us a bid!**

Then a month later the advertisement read: "$125 bid! For Oak Grove Teddy." The rest of the advertisement was a repetition of the first and at the bottom appeared the following:

"$125 once! $125 twice! Third and last call and will be sold to the highest bidder on June 25. Remember! Last Call June 25."

Whether this idea might be used effectively by a breeder in disposing of a quantity of animals is a question. It was a good advertising scheme and properly followed up likely would result in sales to some of the bidders who were unsuccessful in the auction.

Association Auctions. — In recent years many state, district and county breeders' organizations have formed selling programs. While these auctions are not different from those of breeders, they do have a distinct value and some features that are advantageous. In the first place, they enable small breeders, and particularly dairymen, to sell their surplus without great effort. Usually a sale manager is appointed from among the membership, or the county agent, a banker or some other person will serve in this capacity. In case of state organizations a sale manager may be employed to hold all sales.

The Kansas Holstein Breeders' Association has been very successful in providing a market for purebreds in this way. Regular auctions are held several times a year in the name of the organization. These sales are located in different parts of the state. At other times the association manages district, county and community sales for its members. The advertising for these sales is placed by the sales manager. He becomes proficient in writing copy, making arrangements and in estimating the probable success of a sale in a given place at a given season of the year. He usually can obtain some concessions in hiring auctioneers, in printing, advertising and similar expenses by reason of the large volume of business he controls.

The popularity of local and district sales will increase

because of the saving in transportation charges. Railroad rates have increased to such an extent that breeders do not like to ship long distances. Buyers also find the price of animals purchased at auctions greatly increased if they must make a long railroad haul to get them home.

The Kansas organization has been a great factor in increasing the number of purebred animals and in developing the dairy business. It has served both as a selling and a promotion agency for its members.

Breed association auctions are admirably adapted to the needs of small breeders, many of whom would not be able to sell advantageously otherwise. The Carroll County Breeders' and Feeders' Association, Carroll county, Missouri, was one of the first organizations of breeders in the Middle West to undertake a selling campaign for members. This association let all advertising contracts, hired auctioneers and managed the sales.

The association stood back of all advertising and all animals sold under its name. In case adjustments were necessary, it effected them. Buyers came to those sales and bought with confidence that the stock would be as represented.

One year a combination sale of Angus, Poland Chinas, Duroc Jerseys and horses was held. At other times they held consignment sales of every breed produced in the county. Their activities provided a great deal of free publicity which led to greater attendance at sales and to many visits of men who bought foundation herds and carloads of breeding animals.

Taking the Auction to the Buyer. — The practice of holding auctions in regions where there is a demand for purebreds has not been extensively followed except by speculators. During the period following the war when dairying became very popular, many South Texas cattle of Jersey markings were bought, largely at stockyards, and shipped into the newer dairy regions of Missouri, Kansas, Nebraska, Iowa and Illinois. They were sold at auction and at prices

far beyond their worth. Finally the livestock sanitary authorities of the states succeeded in curtailing the practice to some extent. Adverse publicity given to the plan by county agents, local papers and periodicals, together with a slackening in the demand for milk cows, eventually reduced the number of these sales.

A legitimate form of auction held outside of the producing region is that of the national, state or local breed association. Auctions held at fairs and stock shows are of this type. But the best example is afforded by the Illinois Poland China Breeders' Association. Upon invitation of farmers, county agents and extension workers in North Carolina, this association shipped a carload of bred gilts, consigned by several breeders, to that state in the fall of 1927 and sold them at auction. Half of these gilts were sold at Lexington at prices which were very satisfactory to the breeders. The other half carload was shipped to another part of North Carolina and sold at equally good prices. Purebreds were a drug on the market in Illinois, but they were in good demand in North Carolina following a demonstration pork production campaign conducted by the extension service of the state. This practice offers great possibilities if it is properly expanded.

To date the initiative in this method of distribution seems to have been taken by the breed associations at the suggestion of the college extension representatives. The same plan has been used in North Carolina for the introduction of purebred dairy sires. J. A. Arey, in charge of dairy extension in that state, reports a number of Jersey and Guernsey sales in which consignments were arranged through various state breed associations. The cattle were shipped coöperatively by the breeders to some designated locality in North Carolina and the sale was arranged and advertised by extension forces as a means of developing the dairy industry. Mr. Arey stated that this method had been found very satisfactory as a means of placing purebred sires in new territory.

The Brant Rancho, Owensmouth, California, has established a practice of holding sales of Guernsey bulls in other states as a means of advertising the herd. In 1928 such a sale was held in Wisconsin and in 1929 a shipment of 21 bulls whose dams averaged 580 pounds of fat was sold at auction in Rowan county, North Carolina. The sale was arranged through the field representative of the American Guernsey Cattle Club, W. W. Fitzpatrick, at the suggestion of Mr. Arey. The college extension force, including North Carolina county agents, provided practically all the advertising for this Brant auction. The bulls averaged $319.76. Most of them were purchased by local farmers although some went to different parts of the state. Rowan county bankers donated $10 of the purchase price on all animals bought by local farmers as a means of inducing local purchases.

Opportunities for similar sales are offered in any communities where improved livestock campaigns are being conducted. It not only affords an outlet for surplus stock but it takes the breeders' offering out of competition with that of neighboring breeders.

The leading breed associations have long practiced promotion of auctions in connection with shows. Nearly every established show has its breed auctions, outside of the state fairs, but in recent years the breed associations have been quite active in promoting consignment sales at the smaller shows and in regions where they desired to develop a market. There has been some tendency to make such sales annual affairs. They not only advertise the breed and afford buyers an opportunity to purchase their foundations, but they are a distinct advantage to the breeders because they provide an outlet for surpluses. Such an outlet was greatly desirable during the lean years which followed the great breeding business debacle.

Then there is the sales agency type of auction which will be discussed at greater length in succeeding pages. When the purebred sales agencies finally attain sufficient patronage

they undoubtedly will succeed in establishing regular auctions at specific places, according to the custom in Great Britain. These will be a distinct benefit, especially to the small breeders.

CHAPTER EIGHT

WHAT THE BREED ORGANIZATION CAN DO

Breed organizations can aid materially in creating a demand for purebred livestock and they can assist in selling to some extent. Practically all of the record associations of the more important breeds of livestock advertise in the leading farm, livestock and market papers. Some are content merely with setting forth the merits of the breed. Such advertising is merely publicity and probably not very effective, although it might be made more helpful in creating a demand for the breed. Other methods, however, likely would bring better results. Such advertising has been undertaken merely because of the demand of members that the record association do something to help them.

Other organizations have rather effective plans which not only create a demand for the breed, but invite inquiries and lead to sales. Record associations can hardly perform personal service, but they can do something more helpful than running a formal card in some remotely popular livestock journal.

In addition to the direct and indirect plans for aiding breeders to dispose of their surplus, practically all of the organizations offer prize money at fairs where the money is matched by fair association appropriations. This is breed promotion primarily but it helps in creating a demand for stock, and indirectly aids in making sales.

Perhaps the greatest service which the record association performs in selling is the promotion of consignment sales. These are usually like any other auction except that the association makes all arrangements, places the advertising,

hires the auctioneer, appoints the sale manager, provides a place for holding the sale, prepares catalogs, passes on the stock, prescribes the rules and gives general supervision. The breed organizations usually manage sales held at shows such as the larger state fairs, dairy expositions, International Live Stock Exposition and American Royal Live Stock Show. Aside from such sales many of the breed organizations do not concern themselves with auctions. Others like the American Hereford Breeders' Association hold the annual Hereford Round-up at Kansas City and the Shorthorns hold their annual Shorthorn Congress at Chicago. The Holstein Friesian Association of America usually holds a sale of selected animals just following their annual meetings.

Aside from holding public sales several of the record associations maintain fieldmen who travel over a given territory assisting breeders in whatever capacity they may. These representatives frequently manage sales, help breeders buy herd sires and foundation stock and make themselves generally useful. The Aberdeen Angus association at one time had several of these men in the field, but they apparently did not prove effective in creating a widespread demand for cattle nor in strengthening the organization. The American Shorthorn Breeders' Association has followed this plan in a limited way with some success in at least one case.

The American Jersey Cattle Club maintains a force of fieldmen, but their efforts are directed more toward education, as are also those of the Holstein and Guernsey organizations. They advise breeders, make speeches, issue publicity, help in dairy improvement campaigns, assist in organizing calf clubs and community breeding centers. They are usually on hand when a local organization of farmers select, in a distant state, a carload of cattle to be shipped into the community. They help individuals and organizations in collecting carloads of stock to be used for calf club and for dairy improvement work.

Extension work and breed promotion cover a great many lines of activity under which fall educational, publicity and other general activities. Very little personal aid can be given. In the first place any organization which would endeavor to aid individual breeders in their selling would arouse the protests of other breeders who did not or could not receive such service. Likewise no organization has yet worked out a plan of financing which would enable them to extend their activities to such detail.

National Duroc Record Plan. — The activities in which a breed association can engage are set forth in the following statement by Joe Haaga, assistant secretary of the National Duroc Record Association, Peoria, Illinois:

"It is our opinion that no breed record association can directly sell surplus breeding stock for its members or patrons. To render personal service direct to breeders in this regard is not only physically impossible but it is also thoroughly impractical. The assistance which this association has given its members in this regard is done through what is termed 'Promotion Work.' Broadly speaking, promotion work is an effort to create a demand for Duroc-Jersey breeding stock. In doing this the association carries on various forms of advertising. Each year we use considerable space in 14 to 20 of the leading farm and livestock papers in America. Our ads feature the merits and good qualities of Duroc Jersey hogs and invite readers to write this office for information. Inquiries which we receive from these ads are referred to breeders who live in the locality from which the inquiries came. In addition, our association does considerable advertising in local country newspapers in coöperation with local resident breeders.

"We also plan local advertising campaigns for our breeders and furnish them, free of cost, display and distribution literature.

"To encourage breeders to exhibit their better class of animals at fairs, which is a very effective means of advertising, each year our association offers thousands of dollars

in premium money in various forms. We also give financial assistance to pig club work and to ton-litter contests. Last year our association spent in excess of $50,000 in extension work for the Duroc Jersey breed."

Among the literature mentioned by Mr. Haaga was a poster advertising the ton-litter contest. This was illustrated with ton litters raised by a number of breeders and the champion litter at the International Livestock Exposition and the champion litter of Wisconsin. The poster was 21 by 28 inches with display type and pictures of animals in red. Another series of posters on heavy cardboard, 11 by 14 inches, with strings attached for hanging them up, emphasized the advantages of Durocs for breeding and feeding. One stated that 40 per cent of the purebred hogs of the United States are Durocs; another urged the production of Durocs as a means of stabilizing agriculture; still another stated that the Duroc is the most profitable pork maker; while a fourth set forth the "1922 Record of Merit" of the breed which gave the number of times the breed topped the Chicago market in April, the fairs at which Durocs led in numbers, barrow championships, notable sales of carlot prize winners and similar information. A series of four-page, 5 by 9 inch, circulars explained the advantages of breeding Durocs. The titles of these will explain their content: Duroc Jersey Barrows, the Market Hogs Supreme; The Duroc Jersey Sow, the Master Pork Producer; Duroc Jerseys Put Extra Money in Your Pocket; The World's Champion at the World's Greatest Show; Why Duroc Jerseys? This Sow and Her Litter Is the Answer. A large poster illustrated the approved types of Duroc Jersey males and females, together with pictures of representative animals of the different show ring classifications.

A more definite and direct service is rendered breeders by placing them in touch with prospective customers who inquire of the breed organization in response to its advertising such as the following:

FARMERS, ATTENTION!

"One litter of 12 pigs in the Texas Ton-Litter contest weighed 3898½ pounds when only six months old. This is a world's record for tonnage of pork per sow and average weight per pig in six months' time. Feed cost was only $5.89 per cwt. Sure this was a Duroc-Jersey litter.

"Duroc Jerseys make most weight at least expense in shortest time. Write for names of breeders who can supply you with this wonderful breed.

"THE NATIONAL DUROC JERSEY RECORD ASS'N,
"Dept. 50, Peoria, Illinois"

A form postal card is used in sending the names of prospects to breeders. The following notice received by O. G. Criss, Agricola, Kansas, illustrates the method:

"Dear Sir:

"We are pleased to advise you that Mr. JOHN A. CLARK, WAVERLY, KANSAS, wants to buy some Duroc Jersey Hogs. Please be sure to write him at once. We are spending considerable money for advertising and want to give prompt attention to these inquiries.

"If you sell this man any stock, please let us know so we can keep a check on this Service which the National is rendering to both buyer and seller. Write Mr. Clark today.

"The National Duroc Jersey Record Association,
"J. R. Pfander, Secretary."

These cards are printed and only the name and address of the prospective customer need filling in. In this case the inquirer was only a few miles from the breeder. Other breeders within a radius of several miles of Mr. Clark evidently were notified. By this method the prospective customer and the breeder were brought together. At this point the efforts of the breed association very properly ceased. It was the job of one of the breeders who had Mr. Clark's name to make the sale after the organization had found the market.

The work of the American Duroc Jersey Association in this respect is explained briefly by R. J. Evans, the secretary:

"We are doing very little directly to help the breeders

in disposing of their breeding stock. However, we are putting into the hands of the schools, the colleges and the local and farm papers stories of the efficiency of the purebred, and especially efficiency of the Duroc, and in that way helping make a market for more surplus.

" The secretary has also been attending a good many sales assisting in securing patrons beforehand, and in many ways stimulating the business as best he can.

" While the association may help some along these lines, we are more and more convinced that this problem is the problem of the individual and he must not and cannot afford to depend on anyone else but must make his program of publicity and keep it going many weeks before his sale if he sells publicly, and must keep it going the year around almost if he sells on mail order."

Hereford Association Service. — R. J. Kinzer, secretary of the American Hereford Cattle Breeders' Association, states the activities of his organization as follows: " This association is doing all it can to get buyers and sellers in communication with each other, and in addition to this we promote and manage a number of public auctions every year. These are consignment sales and are open to breeders from any part of the country who may care to consign."

The Hereford organization is doing some advertising and in recent years a great deal of publicity work. Stories of breeders' activities, performance of Herefords in the feed lot, on the market and in the show ring are sent to newspapers and farm journals by the association. They are also using posters, folders and other printed material.

Finding Buyers for Hampshires. — One of the most progressive sheep organizations is that of the Hampshires. An idea of its work in aiding breeders to sell is gained by a statement of Comfort A. Tyler, secretary:

" I think perhaps one of the best things we are doing is the making up of the list by states of our breeders who are up to date enough to return the question card, showing what they have for sale, and the extent of their operations.

"Further, our advertisement goes into about a million homes every week. The association has nothing to sell except an idea. The idea is to get them to write for our Hampshire literature. In reply to each inquiry we send a copy of this pamphlet. Also if any member writes in specifically telling what he has to sell we make a list of that and then when a would-be purchaser writes us for something we look over our typed list and refer him to the member who wrote he had that class of stock for sale. We also send copy of the letter to the man who has the sheep for sale, thus giving him a chance to write direct to the would-be purchaser.

"We are also offering something more than $2,000 in special prizes this year."

The membership list is printed in form of a booklet and gives names and addresses by states of those who listed their flocks with the record association, together with the number of ewes and ewe lambs in their flocks and the number of ewes and rams for sale during a given season. Occasionally English breeders are included. In addition to this and the farm journal advertising, the association issues various forms of publicity material on the value of Hampshire mutton and the advantages of this breed over others. The third edition of "Hampshire Sheep Lore" contained a brief history of the breed, together with clipped editorial matter from farm journals and letters from breeders bearing upon the production of Hampshires.

Service for Percheron Breeders. — Probably no other organization has used as much publicity in recent years in creating a demand for the products of its members as the Percheron Society of America. It has been a strong supporter of the Horse Association of America and its secretary became the secretary of that organization. Officials of the society have brought a great deal of publicity to the association and to horses through their speeches, articles and other activities in behalf of horses as opposed to power farming. It has used advertising space freely in setting

forth the advantages of draft horses and Percheron breeding. Occasionally it advertises for geldings to be placed with horse users who have appealed to the society for the type and quality of drafters they desire. It has collected data and conducted tests which show the efficiency of horses. Each year it issues the *Percheron Review*, which contains the annual report of the society and a number of articles and other matter of interest to horsemen.

One year the society spent $110,000 for premiums, ribbons and trophies at shows; $75,000 in publicity; $30,000 in postage and $38,000 in prosecutions and investigations. That year set a new record for publicity. More than 30 agricultural papers were persuaded to use pictures of Percherons on their cover pages, which took the pictures into more than two million homes. Eighty separate articles were prepared for the press and practically all were published. Many of these articles were published over the names of breeders who supplied the facts from which the articles were prepared. Such articles were printed in papers which had a combined circulation of more than four millions. The society distributed 20,000 copies of the *Percheron Review*, and 25,000 copies each of two eight-page circulars, "Why Purchase Percherons" and "Will We Continue to Need Draft Horses?"

A membership list containing approximately 12,000 names of members by states and counties and of about the same number of non-member mare owners, is issued. This is supplied to persons who inquire of the society concerning available breeding stock. Ellis McFarland, secretary, explained as follows why the organization does not give personal selling service to members:

"The Percheron Society is primarily a record association and our directors feel that this office should, in no way, allow the secretary to assume the duties of a selling organization. Every member is entitled to exactly the same service from the secretary. If he should refer a prospective buyer to some particular breeder or breeders, he could

rightly be criticized for showing partiality, and serious trouble and dissatisfaction among the members would soon result. The society feels that it has done its part when it has furnished a prospective buyer with its members' list, the *Percheron Review*, and made reference to the Percheron ads in the leading agricultural papers."

Poland China Promotion. — Interests of Poland Chinas were advanced for several years by a "breed promotion committee" made up by representatives of the three register associations. This organization concerned itself largely with educational work. This included pig club promotion, ton litters, coöperation with fairs and shows, organization service, newspaper publicity, motion picture films, posters, breed literature, advertising plans, advice and suggestions to breeders. This committee ceased to function about the close of 1923 because one of the breed associations was unable to meet its share of the obligation and the other two had not determined upon a plan of carrying on the work alone.

The ton litter contests have afforded a great deal of publicity to the swine breeders, especially where the promotion was handled by the breed association. George W. Davies, secretary of the American Poland China Record, credits it with bringing much favorable publicity to the breed in the following statement:

"Doubtless the ton litter contest has been the greatest sale promotion idea for Poland Chinas in recent years. I have received scores of letters in support of this belief from breeders in which they have told me of sales that have been stimulated or perfected as the result of ton litter records they have made. The most notable case is the experience of The W. T. Rawleigh Company, Freeport, Illinois. They now hold the world record for producing the heaviest ton litter, 17 purebred Polands which weighed 5,117 pounds at 180 days old. The company made several other state and national records in the two years previous to this and had received very wide publicity in all the breed papers as well as most of the farm papers. The *Chicago Sunday Tribune* carried a half page story on the record litter. All of this publicity stimulated sales. In one consignment of pedigrees from the company, sent to this office for record, there were pedigrees from patrons in 16 different states.

"Another experience is that of Sanders Brothers, Dixie Stock Farms, Lancaster, Kentucky. In 1926 they produced a litter of 12 pigs that weighed 4,323 pounds when they were 180 days old. The story of this litter was carried in the farm press generally. A breeder in Oregon who never had heard of Sanders Brothers before ordered a herd boar. Thus the pig travelled two-thirds the way across the continent as a result of the ton litter publicity."

Help for Angus Breeders. — How the American Aberdeen-Angus Breeders' Association endeavors to help breeders is indicated by instructions issued to the organization's fieldmen:

"All correspondence pertaining to the field representatives' work, including inquiries, shall be handled as follows:

"Copies of all letters of inquiry received at the office of the association shall be sent to the field representatives in their respective territory so that the inquiry may receive the fieldman's personal attention.

"All letters received by field representatives in the respective territories shall be answered by the fieldman, and as soon as letter is answered a copy of same and copy of reply shall be forwarded promptly to the office of the association where same can be put on file.

"A weekly report is required setting forth the items of business consummated as well as any other items that may be of interest to our news and publicity service. In cases where fieldmen attend sales, a full report of the sale should be forwarded immediately to the office of the association with a marked copy of the catalog giving the price each animal sold for, with name and address of each buyer and any other matters of interest concerning the sale.

"Where persons request presence of fieldmen at sales, notice must be sent at once by fieldman to such persons that all expenses of fieldman in attending such sales must be paid by the seller. This avoids misunderstanding and conforms to the board order regarding same.

"Breeders holding sales who wish help from the associa-

tion's field representatives shall have no other alternative in regard to not using their own fieldman, except in cases where their own fieldman has other work and cannot attend; then a fieldman from another territory can be secured. In cases where a breeder wishes not only services of his own fieldman, but services of another fieldman, or all fieldmen, if they are available he can secure them provided he is prepared to pay expenses of all fieldmen.

"It is the desire of the association to have persons holding public sales use their own fieldman. In cases where the request is made for fieldman from other territories it will be the duty of such fieldman not in the territory of the breeder requesting said help to have definite arrangements in regard to paying expenses, which are required.

"Fieldmen shall not go out of their own territory to visit breeders in other fieldmen's districts, either at the expense of the association or the breeder visited except in case of a special request by a breeder in a foreign territory, and, provided further, that said breeder agrees to pay all expenses of trip. Their duties lie within their own territory, and they are to develop the business possibilities therein to the utmost; and to make this clear it is hereby stipulated that when a fieldman does not observe this rule his salary or expenses shall not be paid for the time spent outside of his own territory; and the secretary is instructed to act accordingly. In the occasional instances where fieldmen are especially invited to attend sales not held in their own territory, they shall not under any circumstances write to breeders located in another fieldman's territory, to solicit the right to make bids for such breeders at said sale, for such bids should go directly to the fieldman in territory where sale is held. They should devote the time to soliciting bids from men in their own territory, so as to increase Aberdeen-Angus breeding in their own districts."

Guernsey Selling Service. — C. W. Robinson of the American Guernsey Cattle Club explains the service of his organization as follows:

" This organization, of course, does not try to sell cattle. We try to sell the Guernsey idea. We advertise in approximately thirty farm and dairy papers each year explaining the attributes of the Guernsey breed and encouraging farmers to write to us for further information regarding the breed. A large number of the replies received from this advertising go even further than to request information on the breed because many of the writers want to know where they can purchase foundation stock. To all of these we send lists of breeders living nearby and we encourage them to visit these breeders of Guernseys and see the animals themselves. We, therefore, do not try to sell anything on commission; our only object is to increase general interest in the breed and when we receive general inquiries for cattle to send them to local Guernsey breeders' associations and field secretaries who can handle them. We do not manage consignment sales and dispersal sales for breeders."

Jersey Activities. — Aside from the educational work in creating a demand for Jersey cattle and Jersey milk, the American Jersey Cattle Club does very little work that aids members in marketing. The position of the club is expressed as follows:

" The methods we use of placing buyer and seller in touch with each other are simply by general publicity, such as distribution of literature, showing of motion pictures, and so forth, portraying the merits of our breed of cattle. We very seldom act as agents between buyer and seller; we simply create the demand for Jersey cows by furnishing the names of prospective Jersey breeders to men who already are breeding Jerseys, and suggest that they begin a correspondence. Our work, of course, must be impartial. We do not manage sales for individuals or local breeding organizations, and neither do we appraise cattle for breeders or for consignment sale."

Help for Shorthorn Breeders. — The American Shorthorn Breeders' Association maintains an advertising service which is designed to create a demand for the breed. In

addition it provides educational and direct service through field representatives. This work has been explained by W. A. Cochel, Kansas City, former southwestern representative for the association:

"The branch office at Kansas City was established to provide service to breeders in the West and Southwest and to save travel expense for a representative from Chicago to Kansas City. My main duty is to encourage the use of more Shorthorn cattle in this territory; to assist breeders already established in improving their herds; to give information in regard to pedigrees, transfers and other rules of the association which must be followed; to assist in an advisory capacity to both buyers and sellers; to assist in adjustments where cattle have failed to come up to the guarantee; to encourage the entry of exhibits in all shows in this territory; to enable breeders to locate herd bulls and foundation females; to assist them in selling their surplus cattle; to visit the boys' and girls' calf clubs at the time of their show or picnics; to give information in regard to the behavior of Shorthorn cattle on the various markets; to manage or assist in the management of consignment sales; to attend as many sales as possible in this section as a representative of the association; to give an unbiased opinion both to buyers and sellers as to the merits of offering, and so forth. In fact the only instruction I have ever had from the association was given me by Secretary Harding over five years ago when he told me that my duty was to do anything I saw fit for the advancement of Shorthorn interests in the Southwest.

"The purpose of the advertising carried on by the association is to keep the merits of the breed before the public at all times. Upon the receipt of inquiries in regard to Shorthorns, a considerable amount of literature is mailed out. If there is a specific request for cattle we try to refer this particular customer to a herd near his residence, or call his particular attention to some public auction where he may be able to secure the sort of cattle he wants, or if he

is unable to attend some particular sale and wishes to place a bid on any individual, we handle it for him."

The Polled Hereford Association Plan. — A coöperative advertising and selling service is maintained by the American Polled Hereford Association. Breeders are asked to subscribe $10 a year for maintaining the service and to list a description of the animals for sale and a statement of the herd breeding with the association. This list must be kept up to date. B. O. Gammon, secretary of the association, describes the advertising and selling plan:

"Advertisements are carried in the name of the association, and at the expense of the association, in as many livestock papers as funds will permit. Posters, booklets and circulars calculated to arouse interest in Polled Herefords and convince cattlemen of their merits are issued from time to time. The inquiries arising from all this advertising and from other sources, are assembled in bulletin form each two weeks and sent to all members who subscribe to the service. These bulletins give the names and addresses of the inquirers and a brief description of the stock wanted. From these lists each member then selects the persons who want such stock as he has for sale and writes direct to the inquirer, describing and pricing his stock. The deal is made directly between buyer and seller.

"When an inquiry comes to the office a copy of the latest bulletin of cattle for sale is forwarded. This bulletin gives the names and addresses of all our members who are subscribers to this service together with a brief description of the cattle each has for sale. An illustrated descriptive booklet about Polled Herefords goes with the letter and bulletin. If the inquirer does not indicate the class of cattle in which he is interested we make further inquiry and when this information is furnished it goes to our subscribers in the next bulletin published. From time to time letters are written from the office to all the inquirers urging the purchase of Polled Herefords and offering further help in locating stock. In fact, until we know a purchase has been

made or the person is no longer in the market we do all we can to sustain and increase his interest in Polled Herefords.

"That the advantages of the plan may be secured by our members at the least possible cost and that the largest possible number may benefit we make a charge only large enough to cover the cost of handling the service through the office. The advertising bills are paid by the association but the cost of printing and mailing the bulletins, follow-up letters, and so forth, is defrayed by members who pay $10 a year for the service. Five dollars is paid with the subscription and $5 six months later upon demand."

Ohio Guernsey Breeders' Association. — The sales service of the Ohio Guernsey Breeders' Association, Wooster, is explained in a small folder:

"SERVICES TO BUYERS OF OHIO GUERNSEYS

"The Ohio Guernsey Breeders' Association sells 'Quality' cattle for its members. Services are offered freely to buyers without charge. A nominal charge of $10 a day is made, however, to prospective buyers who have been shown cattle, but who do not buy. We are offering a specialized service through our Field Secretary, who is qualified to give advice and suggestions on blood lines, and to select foundation females and herd sires. We request that buyers make their wants known specifically before being shown cattle.

"Because we believe that the largest number of good females can best be produced by the use of 'proven' sires, we undertake to locate such animals. Breeders should give the association from six months to a year on a problem of this kind. Locating a proven sire with acceptable blood lines is no easy task.

"Buying Guernseys on pedigree without the services of one who knows cattle is a hazardous business. There are no better Guernseys with more approved blood lines than those bred and owned in Ohio. Our Field Secretary knows these cattle and we want you to avail yourself of his services. Out of state buyers are our best advertisement.

"Our Sales Policy

"The members of our association are under written contract with us to state all defects of all animals listed for sale: to sell

animals free from tuberculosis; under the accredited herd plan or on a tuberculin test, subject to re-test between 60 and 90 days; to sell females in calf or guaranteed to be breeders, and to consign only males which are out of dams with A. R. records. We list no males over ten months of age, unless personally inspected and approved by our Field Secretary.

"We require purchasers to give our members the privilege of having a representative present when re-tests for tuberculosis are made, or of having the test made by a federal or state official; also to keep the animals purchased away from other cattle until re-tests are made. These provisions are in accordance with state law.

"In case of a dispute we will use our influence to bring about a satisfactory adjustment. We act, however, solely as a sales agency and will in no way be responsible for the stock sold. Memorandums of bills of sale, showing the number of animals sold, the consideration therefor, and the conditions under which the transactions are made will be handed to buyers and sellers, and also kept by us."

F. S. Barlow, field secretary of the organization, manages consignment sales and conducts educational campaigns. Concerning individual sales service Mr. Barlow said: "Although we do not like to do it, we charge a commission when we make direct sales for our members. Since we do not have enough members that our revenues will permit us to render this individual service we believe that the commission fee is the legitimate way of increasing our funds." All such fees are used in promoting the breed.

Illinois Holstein Plan. — State, district and county organizations of breeders can extend much more service to breeders. They can hold more sales and do more individual work. The Illinois Holstein Friesian Association undertook a selling program under the direction of C. M. Long, who at the time was field secretary. This service was only one of the projects of the organization for advancing the breed. The sales service was explained by Mr. Long:

"The association furnishes a man to select the cattle after they have been located. They prepare copy for the catalog and send it to a printing firm which specializes in Holstein

sale catalogs. The printer works up the pedigrees. The association circularizes the state mailing list, including practically all breeders in Illinois; writes and places the advertising; engages the auctioneer; furnishes a man on sale day to check the cattle and see that they correspond to the certificates of registry, see that all certificates of transfer are filed and that the tuberculin tests are correct and as represented. This representative takes entire charge of the sale in the capacity of manager or of any part of it that the local management may desire. The representative attends to the correct distribution of certificates after the sale.

"The state organization spends no money in connection with these sales. For the service they perform they collect 2 per cent of the total receipts of the sale. But the local organization or the individual, as the case may be, must agree to abide by the rules prescribed by the state association in the consignor's agreement and to agree to enforcement of these rules. They must permit the association to write the catalog provisions relating to tuberculosis reactors and non-breeders.

"The consignor's agreement is quite rigid and is unlike that used by any other organization so far as I know." The following is clipped from a catalog of the Illinois Rock River Valley Breeders' Holstein consignment sale:

"Terms and Conditions of Sale

"All animals of breeding age are guaranteed breeders and any animal that fails to breed must be returned to the seller within 3 months, who if he can't get the animal to breed shall refund the purchase price within nine months from day of sale.

"Terms are cash unless arrangements are made before the sale.

"All animals are guaranteed as represented. Buyers must inspect their animals right after the sale and report any misrepresentation to the sale management. All animals at buyer's risk as soon as struck off, but they will be cared for and loaded without charge. Crates will be furnished at cost.

"Any cow exhibited with calf less than three months old by side will be considered a breeder.

"No service is guaranteed, but in case a cow comes in heat you may ship her back to the seller and have her rebred free of cost, the buyer paying transportation charges both ways.

"All animals over six months old have been tested for tuberculosis and are sold subject to a 60 to 90 day retest provided that the buyer who chooses to retest his animals must:

"1. Keep said animals strictly quarantined, isolated and away from any other stock, in clean, disinfected, sanitary quarters and feed and water them from clean utensils that have not come in contact with other animals.

"2. Notify the seller 10 days in advance of retest so he can be represented by his veterinarian if he desires.

"3. Have the animals prepared for testing by reducing the grain ration one half one week prior to the test.

"4. Have the test made by a veterinarian, who is accredited by a state or federal sanitary board.

"5. Animals must show normal temperature before the tuberculin is injected.

"Rock River Valley Breeders' Sales Company will deposit with F. N. Vaughan, President of the First National Bank, Amboy, Illinois, funds to cover these cases and authorize him to pay claims promptly as soon as terms have been complied with.

"No animals are to be removed from the sale pavilion until settlement is made with the clerk.

"Rock River Valley Breeders' Sales Company agrees to enforce the rules governing the consignment as presented herewith, but makes no further guarantees and assumes no further liabilities.

"The Illinois Holstein Friesian Association is acting merely in an advisory capacity and assumes no liabilities whatever. However, it will use its best efforts to settle amicably any differences that may arise between buyer and seller. The misconduct of any of its members will be called before the executive board for such punishment as they may deem just.

"The editors have endeavored to guard the accuracy of the catalog, and believe that few, if any, mistakes will appear, but cannot assume responsibility for any figures published therein."

"The state association and the local management agree beforehand on an estimated average price for the cattle," said Mr. Long. "Then they take such percentage of this estimated or probable price as will make a sum large enough to advertise and promote the sale. The association helps the local management in allotting the sum thus determined

to advertising, auctioneer and other expenses. The percentage, including remuneration for the association, is usually 12. The association normally requires a total of 50 head for a sale, and it is rather hard to hold a sale for less than $500."

Following is a copy of the consignor's agreement made between the state association and breeders who consign to the sale. The unusual features of this agreement as indicated by Mr. Long are (*c*) under section 1, sections 3 and 12. The terms of sale relieve the state association of any responsibility in connection with the sale, but as seen by the contract, it leaves very little chance for mispractices.

HOLSTEIN SALE
OF
ILLINOIS HOLSTEIN FRIESIAN ASSOCIATION

RULES AND REGULATIONS

"1. (*a*) The consignor will test his cattle for tuberculosis within 30 days of the sale, unless under government supervision. Test will be made by a federal veterinarian or a state deputy approved by the Illinois Holstein Friesian Association. (*b*) He will permit the buyer to retest his cattle within 90 days of purchase, provided the cattle have been kept and tested in accordance with the rules in the sale catalog covering testing. (*c*) He will permit the Illinois Holstein Friesian Association to retain 10 per cent of the sale price of his consignment for 100 days as a part of a fund to pay for reacting cattle or cattle that prove to be non-breeders. (*d*) He will refund at once to the Illinois Holstein Friesian Association the entire sales price of any animal found tubercular or a non-breeder according to the rules of the catalog.

"2. He represents and guarantees that all his consignment is free from infectious and contagious diseases and in case they are found not to be, he will abide by the rules of the sales catalog covering these points.

"3. The consignor agrees not to indulge in, or permit anyone to indulge in, by-bidding for him on any of his consignment. He further agrees that in case he by-bids or permits by-bidding, he will pay as liquidated damages to the Illinois Holstein Friesian Association, one-half of the sale price of every animal so affected.

"4. The consignor agrees, (*a*) To put his consignment in good sales condition; (*b*) To deliver it to the sales barn at..... at least two days before the sale; (*c*) To provide feed and care for his consignment from time of arrival until loaded on car.

"5. The consignor agrees to pay the Illinois Holstein Friesian Association for selling these cattle a commission of....per cent based on an average sale price of $.....for all animals consigned. In case any animals are withdrawn the commission will be paid the same as if they had been sold. $.....will be taken as the average price.

"6. The consignor guarantees every animal to be a breeder, as defined in the catalog.

"7. Consignor agrees to have registration and transfer papers, or applications, signed in blank in the hands of Sales Manager before the sale opens.

"8. The consignor agrees to be bound by all of the rules, as printed in the catalog.

"9. The Illinois Holstein Friesian Association agrees to furnish a sales pavilion, suitable quarters for the cattle.

"10. They agree to provide auctioneers and catalogs and advertise the sale to the best of their ability, for the money charged. They agree that the charges for the use of the sales pavilion shall be $..... per head.

"11. The Illinois Holstein Friesian Association agrees to permit no cattle sold unless the consignor has subscribed to and complied with these rules and regulations.

"12. The Illinois Holstein Friesian Association will retain 10 per cent of the total amount of the sale for a period of 100 days. At the end of this time if there are no claims for loss from tuberculosis or claims pending for non-breeders they will refund this amount to the respective consignors. In case there is a loss it will be paid from this fund and the association will proceed to collect the amount from the consignor who sold the tubercular or non-breeding animal. They will press the case with due diligence but in case they are unable for any reason to collect, this loss will be distributed over all the consignments.

"13. The Illinois Holstein Friesian Association agrees that the total cost of this sale shall not exceed.....per cent based on an average sale price of $.....for each animal consigned. In other words, if there are 50 animals consigned the total cost will be $..... .....if 60 $....., etc. This amount will be prorated according to the sale price of each animal consigned.

"14. The Illinois Holstein Friesian Association merely acts as an agent in this transaction and assumes no responsibility beyond that described in these rules and regulations.

"15. No animals shall be removed from the sale pavilion until settlement for in full has been made with the clerk.

"I hereby agree to the above rules and regulations and will enter.....
.....cattle for the sale to be held at.....
....., Illinois,.....192.....
SIGNED AT.....THIS THE.....
DAY OF.....19.....
"Signed:.....CONSIGNOR.
"ILLINOIS HOLSTEIN FRIESIAN ASSOCIATION.
"By....."

Sales Service for Percherons. — Several years ago the Ohio Percheron Breeders' Association undertook, under the secretaryship of D. J. Kays, a sales service for members. The organization charged a fee of $3 for its services, which consisted of compiling a list of all inquiries for Percherons and mailing them to all members on the same day. Thus each member had an equal chance in selling. This put into the hands of breeders an active list of prospects. Those who were most progressive and wide awake got in touch with the prospective customers immediately.

The Illinois Percheron Breeders' Association offers, through its secretary, J. L. Edwards, a sales list to persons interested in buying a stallion. This is similar to the plan followed by the Hampshire Sheep breeders and is just the reverse of the plan which the Ohio breeders follow. Inquiries are invited by advertising and the list is sent to applicants. It will be remembered that the National Duroc Jersey Record Association plan approached personal service a step nearer than this by directing the inquirers to breeders in their own vicinity.

Advertise Hampshire Breeders. — The Iowa Hampshire (swine) Breeders' Association ran a series of advertisements in the *Hampshire Advocate*, in which they appealed for breeders to join the organization. Part of this copy included the names and addresses of breeders. Thus the sales list was put to different use. It notified prospective customers where they likely could obtain breeding stock

and at the same time appealed to the breeder to join the association, if for no other reason than to get the benefit of the advertising.

Selling Kansas Holsteins. — Mention was made of the service rendered by the Kansas Holstein Association. The organization has been one of the greatest factors in developing dairying in the state during recent years, or since it was organized. It is composed of a large number of small breeders who depend upon milking for a living. Of necessity they produce some surplus stock. The association through its sales provides a market for that surplus and relieves the dairy farmer of the responsibility and trouble. Unlike the Illinois breed organization, which is so large and which has so many other projects that it can afford merely to offer the sales service, the Kansas association takes the initiative. It not only provides the service for any group or community of breeders which may require them, but it has undertaken an aggressive policy of developing a demand, holding sales on its own account and soliciting animals for them in different parts of the state.

These sales have been responsible in a large measure for distributing Holsteins all over Kansas wherever dairy production is feasible. The fact that the organization has been active has been an inducement to farmers and prospective breeders to buy, for they have been assured that the organization would provide a market when they should have a surplus of animals to sell. W. H. Mott was the sales manager for many years. He also promoted a number of sales on his own account and his services were always available to communities whether the state organization undertook the sale or not.

Service by Local Organizations. — Local organizations of breeds and of purebred breeders of all classes of stock have been formed during recent years in nearly every state. The following advertisement tells its own story. The signature of the sale manager explains, also, why a great many of these local organizations came to be.

A SIGNIFICANT EVENT IN THE MILKING SHORTHORN WORLD

FREEBORN COUNTY
MILKING SHORTHORN BREEDERS'
CONSIGNMENT SALE
OCTOBER 23 AT FREEBORN COUNTY FAIR GROUNDS
ALBERT LEA, MINN.
FIFTY STRICTLY CHOICE ANIMALS CONSIGNED FROM SIX LEADING HERDS

"The following herds are consigning cattle as follows: M. E. Stoner, Albert Lea, 20 head; Erick Berglund, Albert Lea, 13 head; E. A. Nelson, Albert Lea, 6 head; T. C. Nelson, Albert Lea, 4 head; O. M. Nelson, Manchester, Minn., 4 head, and Tinus Jenson, Manchester, 3 head.

"Six bulls and 44 females are included. Among the bulls are four yearling bulls (three by Peerless Blackwood out of Waterloo Maid 30th and one by Dexter) and two aged bulls, including Maggie's Chief, and champion at Des Moines, Iowa, and Fort Dodge, Iowa, in 1921; and Conductor's Pride by Conductor and out of Water Lily 2nd by Hartford Welfare.

"Among the females listed are five open heifers by Maggie's Chief, and 39 head of young cows with calves at foot or ready to calve. These 39 cows include some wonderfully good individuals with high production records. The herd sires with which these cows have been mated are: Peerless Blackwood, Maggie's Chief, Mornell's Butterman, Knight of Buttercup, Mornell's Glenside, Welfare Corrector and Peerless of Broadway.

"Twelve cows in the offering have yearly records of from 9,000 to 12,000 pounds of milk and butter fat records averaging around 500 pounds. The milk from the represented herds tests about 4 per cent butter fat.

"All herds represented in this sale offering are federally accredited. Attention is called to the following sales: October 24th, Rock County Milking Shorthorns, Janesville, Wis.; October 25th, Harvey H. Little, Janesville, Wis.

"Send for the catalog. H. O. Tellier and Mr. Allen, auctioneers. Hugh W. Thompson, Iowa Homestead representative. Address E. G. CORT, County Agent and Sale Manager, ALBERT LEA, Minn."

In some cases the county agent acts as sale manager, as in this case. In others the secretary of the local organization serves. In many cases some breeder who has had experience in selling may be appointed to handle the details.

He may be a member of the organization who does or does not have stock in the sale or he may be a breeder from a distant county. Sometimes a professional sale manager is employed.

Mention has been made of the Carroll county, Missouri, organization. These breeders held a great many sales, some of which were combinations. Frequently they would sell Herefords, Galloways, Angus, Durocs and Poland Chinas on succeeding days. The organization also provided direct, private treaty service. It was one of the first local breed organizations in the Middle West, formed to provide sales service and to institute a progressive campaign for improvement of all livestock in the community. Farm Bureau and county agent work was developing rapidly. The activities of this organization attracted a great deal of publicity and many committees visited Carroll county to buy boys' and girls' club stock. Other buyers who desired to purchase in quantities or carload lots went there because they could, by reason of the organization, see a great many herds and flocks in a short time and at a minimum of expense and have a wide range from which to select.

Since that time the idea has been adopted by local breed organizations and state associations all over the country. The Wisconsin Holstein breeders both state and local and the Wisconsin Bankers' Association provide facilities for showing surplus cattle to buyers who come to that state for foundation stock and dairy animals.

In Kansas are two excellent examples of community selling organizations, The Mulvane Holstein Breeders' Club and the Jackson County Jersey Cattle Club. The Mulvane club has carried out a number of progressive projects and among other things maintains a selling service. Few of the individual breeders do any advertising. Most of them are renters and their herds are small. They advertise as a club and inquiries come to the secretary. When prospective purchasers come to town, transportation is provided and they can see all the herds in a short time. Several of the

members consign to state association sales. They have held local sales. Their service is so good that they never have any cattle left over and in most seasons could sell more than they have.

The selling plan of the Jackson county organization is essentially the same except that the state organization does not provide a sales service. One breeder who produces in quantities does a great deal of advertising on his own account and turns business to other breeders, but the association requires the secretary to carry on the correspondence in connection with club advertising and provide transportation for buyers who visit the community.

Several years ago a breeders' organization was formed in Cass county, Missouri. All classes of stock were included. Vice-presidents were selected to represent the different breeds. In the northern part of the county were a number of small but excellent Shorthorn herds. These men had formerly depended on two breeder-speculators or dealers to take their surplus. Naturally they could not sell to best advantage under those conditions. The breed organization issued a county breeders' directory which showed the kind and number of stock all members had for sale. This was sent to newspapers, farm journals, breed associations and county agents all over the country. Before long the Shorthorn breeders of the northern part of the county had sold a carload of stock to one buyer in competition with 15 similar organizations, and probably as many more purebred dealers.

Many local organizations have provided community sale pavilions. So many of these were built during the boom period that one is within motor truck hauling distance of practically every breeder in the more thickly populated livestock regions. These are usually available for individual sales, for shows and other community projects as well as for the breed association auctions.

Coöperative Advertising. — Coöperative advertising might be considered an organization selling service, although such projects are usually undertaken by some publication.

Several years ago the *Kansas Farmer and Mail and Breeze* established a special department for Kansas Holstein Breeders. A given amount of space was allotted to the breed. The state organization took part of it and members were solicited for the rest. This was merely a collection of " cards " all assembled under one heading. Later the same idea was used in several of the Capper farm papers for advertising other breeds. In the September 1, 1923, issue of the *Nebraska Farm Journal*, for instance, appeared a full page under the title : " Duroc Jersey Breeders of Nebraska." On this page were 42 advertisements one column wide and an inch deep. In the lower third of the page was a two-column article : " Land Marks of the Breed's Upbuilding." This article was a brief history of the breed. Such articles are a feature of these special pages. Other articles deal with individual animals, early breeders and other subjects of interest.

Some time after the *Country Gentleman* established its livestock advertising department it adopted the same idea. For instance, in one issue appeared the advertising of the American Shorthorn Breeders' Association. All the other Shorthorn advertisements in that issue were grouped under the breed association advertisement. This arrangement is not new by any means, but the effort to sell breeders on the strength of the association's advertising is not unlike the plan of some of the breed organizations themselves in advertising and referring inquirers to their members. In this particular case the breed association made an appeal for Shorthorns. If a man were moved to inquire or buy, he could take his pick of the breeders whose advertisements appeared on the same page.

It is evident from a " house " advertisement of the paper which appeared at the bottom of the section that the *Country Gentleman* was making a feature of this idea. Other breed sections also have appeared in that paper.

CHAPTER NINE

THE FIELDMAN, AUCTIONEER, SALE MANAGER AND PEDIGREE EXPERT

The Fieldman. — Of all the factors which have affected the marketing of purebred livestock none has had a greater influence than the fieldman, or publisher's livestock advertising representative. We have seen how the origin of this service revolutionized advertising and it eventually had just as great an effect upon selling, distribution of livestock and upon the breeding business itself.

As he was originally conceived, the fieldman was a traveling solicitor who visited breeders and sold space just as the publisher's representatives today visit commercial concerns or advertising agencies and solicit business. Many of the men at present in field service have worked on this basis. The fieldman's duties or services increased as time passed until he became an advisor not only in how much space to buy and what to say in that space but in selecting breeding animals, when to hold auctions and how to sell. He became an order buyer and a traveling salesman for his customers. He eventually became a bidder at auctions and an assistant auctioneer.

Some of the early fieldmen were competent in many of the services they were required to perform. They were in a few cases breeders themselves and knew good stock. By experience they knew the kind of stock that was selling best and could advise customers in their selections and matings. Few of them, however, were versed in the field of advertising. That applies as well today as it did years ago. Most fieldmen are required to write advertising

copy or to pass upon the copy prepared by their clients. Anybody, whether he recognizes good advertising or not, must note the great difference in appeal and typographical appearance between commercial and livestock advertising.

Too frequently the fieldman's ability as a salesman has obtained and insured his job. Many men who have been in the work of recent years have had very little to commend them except salesmanship and to the discredit of some publishers they have not required much else. As long as a man could produce he held his job.

Let Ted W. Morse, former director of the Capper Farm Press Livestock Service, who has been in touch with fieldmen and their work for the last 25 years, explain his conception of the man and his job:

"The fieldman has no counterpart elsewhere in the personnel of the publications which employ him. In his best form he is more than a solicitor of advertising; he is an advertising counselor for the breeders and livestock farmers (largely inexperienced and almost wholly unschooled in advertising) whom he visits in search of business. He is a gatherer of first hand news; he is an interpreter of farm conditions; he is an especially helpful point of contact for farm papers as his dealings are with those who are both subscribers and advertising customers, who see the paper from two standpoints and have a broader view of farm conditions, who are more inclined to agricultural leadership than are those less interested in improved farm animals. Such fieldmen should be, and usually are, capable of advising their customers who need such help, concerning selection, care and relative excellence of breeding animals in their herds. Moreover, their opportunities for observation and comparison enable them to supplement the lack of perspective, which is felt by many farmer-breeders whose affairs keep them close at home. In his best form the fieldman helps to develop the 'liaison' of understanding and actual coöperation between his employer's paper and such forces as county agents, agricultural colleges, farm fairs, and so

forth, with which farm papers find it to their interest to coöperate. And he is, of course, a student of his patrons' selling problems.

"With the better organized publications such a fieldman is paid a salary and expense, made responsible for all the livestock advertising in a certain territory, for collections on the same and for handling the business of his customers in such a way as to build up their own business and their respect for the paper he represents. It is a job requiring business judgment, experience in livestock affairs, moral courage, industry, diplomacy and the honesty and decency without which the smartest man cannot command respect. It is no easy job.

"In his worst form the fieldman may be (in fact is) a grafter, resorting to speculating on the animals of his customers, using the knowledge gained in his confidential relationship with his customers. In his worst form he is an inflater of values through fictitious competition developed to further some trade or speculation, or to make more plausible the excessive amounts of advertising he sells. In his worst form the fieldman allies himself with such breeders, auctioneers, judges or managers as are prone to such practices, to victimize some man or men for money and debauch the business that supports them.

"The fieldman in his best form never is the same, and never is in the same category, as the fieldman in his worst form. They are as different as it would be possible to find men in utterly unrelated lines of work. In 25 years acquaintance with this work I have known intimately both kinds. I know one man older in the work than I, whom I believe never gave a customer other than sound, honest advice. Several of this kind I have helped to start in field work, including former Governor McKelvie of Nebraska, and also another man whom I believe has 'written' a million dollars in advertising contracts without violating a confidence. Unfortunately, I know some of the other kind; some still 'at it,' some who have quit, but they are not nearly so

numerous as the men they have found in other lines who were willing to 'play the game crooked' with them. Between the two kinds are a few lacking the covetousness or nerve to make them conspicuously bad, or lacking the moral courage or ability to be as well thought of as their natural honesty deserves."

C. H. Ficke, one of the younger generation of fieldmen who has been successful in his work with the *Hereford Journal*, and later with the Pierce Farm Weeklies of Des Moines, Iowa, gives his conception of a fieldman's job as follows:

"In livestock advertising field work honesty is most important of all qualities, followed closely by good judgment which is intended to include business judgment and ability as a judge of human nature as well as good livestock. There is nothing worse in a fieldman than a willingness purposely to prostitute the faith or innocence of a breeder or beginner. Therefore, it seems that a good fieldman must be honest, a good salesman, a judge of human nature (so that he may know when and how to advise, as well as encourage), a judge of livestock, possess common sense and be a student of the livestock markets.

"Advertising should be his chief duty. He should be prepared to draw up attractive copy that best and honestly describes the livestock for sale. He should overcome the tendency to exaggerate. He should be able to suggest how, where and when the breeder should place his advertising to get these results, especially to eliminate waste lineage in the form of unseasonal and duplicated advertising.

"He should acquaint the breeder, if the information is required or desired, as to the best time to advertise his surplus. He should be able to assist the breeder in efficient methods of building up a reputation and trade through advertising. Lead him to realize that the product must live up to the advertising, that good stock is required to support strong advertising.

"He should be qualified to help beginners in the selection

of foundation stock and assist established breeders in selecting herd improving sires and females as well as to help cull out undesirable individuals. He should be capable of recommending the best rations for the herds and flocks in view of feeds available, farm prices, markets and other conditions. He should be prepared to work out a selling plan that will dispose of surplus stock. Advice must be given cautiously, of course, except upon request.

" The buying and selling which he is called upon to do offers the fieldman a great chance for beneficial service, but it is full of pitfalls even for the conscientious, honest fieldman. Abuse of the buying or selling privilege either actually or in an advisory way is the most detrimental factor in purebred livestock marketing.

" I see no objection to the fieldman's working in the ring if he knows his business."

S. T. Simpson, a Duroc breeder and field representative of the Producers' Livestock Commission Company of East St. Louis, Illinois, former livestock specialist for the University of Missouri Agricultural Extension Service and a former fieldman for the Pierce publications, would limit the fieldman's activities to selling advertising:

" The fieldman should be a salesman of advertising space primarily," contends Mr. Simpson. " As such he should operate as any other salesman — selling a product that has value — and not as a seller of personal influence and service. For in the end he cannot be a salesman and a buyer at the same time and do justice to both buyer and seller. In that rôle he is just like a one-man commission firm who buys and sells cattle on the livestock market. As the representative of the seller he is obliged to get as high prices as possible for the consignment and as a representative of the buyer he is obliged to buy at the lowest possible prices. He cannot serve both. Their interests are inimical.

" In the past fieldmen have been advisors to breeders, especially to the inexperienced. But I am skeptical of their ability and suspicious of their motives. How, for in-

stance, can the fieldman give impartial advice to one breeder upon the selection of sires and breeding females when he is at the same time serving as salesman for another? It is not impossible but my experience has indicated that it is improbable. Advice in the past has been too frequently affected by the opportunity for the fieldman to advance his own interests.

" Personally I believe that the purebred livestock business would be better off if the fieldmen's activities were restricted to selling advertising. In that case the copy would produce the selling results, there would be fewer fieldmen, advertising and selling costs could be reduced. This would eliminate the fieldman nuisance at public auctions and leave breeders to act upon their own initiative."

The three opinions cited are somewhat at variance, but they are at least agreed that the fieldman's primary function is selling advertising space. Such beliefs are not shared by all fieldmen nor by all breeders and publishers. Many fieldmen sell only their own services. They are not convinced, apparently, that advertising possesses value in itself. They use their paper as a vehicle for their own advancement and advertising as an excuse for imposing their services upon breeders. Other fieldmen make an honest effort to sell their publications on the basis of circulation and the results that other advertisers have obtained. Such effort has not been so effective as it should be because breeders have been little interested in advertising results. They have become accustomed to buying the services of fieldmen but through no fault of their own.

Out of the very methods by which the fieldman service developed a wrong conception of livestock advertising was born. The fieldman is forced to produce, to sell sufficient copy to justify his salary and expenses. He must sell space to hold his job. His salary in normal times depends on the business he produces. As might be expected under such circumstances the dishonest fieldman uses whatever means that comes to hand in maintaining the volume of his

business. He sells as much advertising as possible. He promises whatever services are necessary to obtain business. His lack of faith in the advertising and the failure of his customers to obtain results therefrom lead him to sell, and them to buy, his services.

Of necessity the fieldman must produce, but he should be limited in his activities to selling advertising space. He might at times over-sell, but he would usually be restrained by the thought of repeat orders. He would remember that future business would depend upon results from the current contract. If, as Mr. Simpson suggests, he were not permitted to attend sales except to sell advertising to breeders whom he might meet there, the cost of selling advertising would be greatly reduced.

His services as an assistant auctioneer or as a bidder should be limited. In this capacity he performs a doubtful service for the seller and perhaps for the buyer, both of whom are his customers. But what of other buyers who may also be his customers? By working as an assistant auctioneer he is urging his customers to pay higher and higher prices for the offering. They come to buy at as low prices as they can. He gets one customer to bidding against another. Is he serving their best interests in so doing? Suppose he refuses to work in the ring, as many fieldmen do? Does his bidding upon order from some absent purchaser not conflict with the interests of his customers at the sale who are also bidding on the animal? His bid makes them pay a higher price unless he is successful and then he may deprive them of an animal they need badly.

Furthermore the fieldman should exercise his opportunities to buy and sell very cautiously. If he is a good judge of livestock, he may buy with impunity, but even where he makes a good sale or a good buy there is no guarantee that either the buyer or seller will be pleased. General buying and selling requires a very good knowledge of all classes of stock. Few men are good judges of all classes and

breeds. In many cases the successful fieldman is more a salesman than he is a livestock judge and in such cases his activities in buying and selling are dangerous to all concerned. From observation of fieldmen at livestock shows and in the lots and pastures of breeders one is likely to become skeptical of their abilities, in general, as livestock judges.

The fieldman can safely bring the buyer and seller of purebreds together. He may make recommendations to a breeder. He can tell the man in need of a sire or female where he thinks his wants may be supplied. He may even buy at auction a designated animal at or below a designated price, but here his services should cease. Nor is it desirable that he should perform even this latter service freely. Except in rare emergencies the breeder should see the stock he buys or order it subject to approval. If an animal is worth having on a place, it is worth seeing.

Sometimes the breeder may feel that the fieldman's judgment is better than his own. That is all the more reason why he should go to see the stock, for only by comparing animals can he learn to depend upon his own judgment. He had best get the opinion not only of the fieldman but of several breeders in whom he has confidence.

The fieldman can render great service to breeders in preparing their copy and timing the advertising campaign. Probably most of the men whom he visits will know more about the breed of stock they are producing than he does, but few of them will be versed in advertising and the kind of copy which pulls. He should have a good general foundation of livestock and breed knowledge, but the fieldman of the future will need to know more about the product he sells than he knows now.

The Auctioneer. — In connection with the marketing and selling of purebred livestock a special school of auctioneers has developed. Crying a sale of purebreds requires a special knowledge not only of stock but of the breeds as well, and many auctioneers specialize in the work. Today there are probably more livestock auctioneers than there

are of any other kind. Some men have limited their studies and their efforts to certain breeds. An examination of the auctioneer advertisements in breed papers will disclose a number who specialize in selling the particular breed which that paper sponsors. Some advertise in farm papers that they cry sales of any breed. In breed papers these same auctioneers profess to specialize in selling a given breed.

Regardless of this apparent discrepancy, there are men who spend most of their time in selling Jerseys, Holsteins, Durocs, Polands and the other breeds. The advantage in this specialization is apparent. The auctioneer, who in many cases must serve as pedigree expert in his own sales, can, by limiting his activities to a given breed, specialize in the pedigrees of that breed and make a study of the breed history, records and other data of value on the block. An auctioneer of this training is of great value to the breeder. But to be able to specialize in this way an auctioneer must have a wide acquaintance and experience. He must be assured enough sales that he will not be required to sell other breeds. Naturally his services are expensive, but in case the offering is worth it the breeder can well afford to pay the premium.

The auctioneer's popularity depends upon his ability to sell at good prices. A good auctioneer can frequently make a creditable sale of indifferent stock. On the other hand, an indifferent auctioneer cannot hold a successful sale, except under unusual circumstances, regardless of the excellence of the offering.

A good auctioneer must be more than a noisemaker and a jokesmith. The funny story has its place in the auction; also, apparently an occasional shout and a continuous volley of meaningless words are helpful. There are auctioneers who have become skillful block salesmen. They are good judges of human nature, quick thinkers and able to sense the psychology of sale ring crowds. They know stock and they know values. Their ability to sense the right time to drop the gavel is uncanny.

The good auctioneer has many imitators. But a mere eruption of senseless jargon and a big voice with which to dispense it is a poor substitute for good block selling. The courage to face a sale crowd and to advertise one's ability immodestly does not make an auctioneer. Nor will years of experience make a skilled salesman unless the man applies himself, studies his stock and his crowds.

The Sale Manager. — In many cases the sale manager can be of invaluable service to the breeder. He is necessary in breed association, combination, consignment and coöperative sales. He can frequently make the individual breeder money through his knowledge of selling methods, advertising, acquaintance with fieldmen, auctioneers and breeders. In some cases the sale manager takes entire charge of the arrangements. He may advise the breeder in his selection of the offering, write and place the advertising, prepare copy for the catalog and have it printed, circularize his own and the breeder's mailing list with various forms of printed matter, write letters, solicit attendance in person, arrange for the auctioneer the place for holding the sale in case the breeder has no place of his own, provide the necessary equipment needed on sale day, look after the tuberculin test, the pedigrees, arrange for transfers, determine the order in which the stock shall sell, provide for entertainment of the crowd, make settlement with buyers after the sale and provide for delivery of purchased stock. He is prepared to do everything in connection with the sale.

In other cases the breeder prefers to attend to some of the details himself. He may require only that the sale manager be present on sale day to talk about the offering as occasion arises. By reason of his experience and his ability, wide acquaintance and skill the sale manager can usually make the sale average high enough to pay the expense of his employment and a profit besides. This is especially true if the breeder is inexperienced. However, if the breeder is capable of holding his own sale, he will rarely need the services of a manager.

In a consignment or combination sale the manager is necessary. In this case a representative of national or state breed organization, an experienced breeder, county agent, local banker or business man, an official of the local organization may be appointed manager or a professional sale manager may be employed.

The sale manager can usually obtain some concessions in prices for services in connection with sales because of the large volume of business he controls. Sometimes he can make arrangements with an auctioneer for special rates if he can deliver enough sales. He usually can get a discount on the catalogs and other printing if he places all his business with one firm. In a few cases he can get a reduced rate on advertising, although papers do not grant such concessions directly or readily. One way this lower rate is granted is by allowing the sale manager a page rate on a series of advertisements which total a page but which are run at different times or as separate advertisements.

Most farm papers make a special low rate for livestock advertising. This rate barely pays expenses even in boom times. Most of them also have a graduated rate whereby a page takes a lower rate per line than a half, quarter or smaller portion of a page. It is therefore rather difficult to obtain any concessions from them in their livestock rates. But a sale manager who places a large volume of advertising in a year may be able to get page rates for smaller advertising. For instance, he may place copy for four different sales at one time. If the individual breeders took this advertising, the quarter page rate would apply. The sale manager might place the four at the page rate and save a little money.

The Pedigree Expert. — The pedigree expert is not used or required in an ordinary sale. If he is of any value at all, he becomes a rather expensive employee. His proficiency depends upon a rather close and extensive study of pedigrees and breed history. That requires time. Furthermore few breeders feel the necessity of employing him, so that he

must receive good pay for his services in the few sales where he is employed. In most cases the auctioneer, the breeder himself, the association representative or the sale manager makes the necessary statements about the breeding of the offering. The pedigree expert is frequently an employee of, or rather closely associated with, the record association. He is used in big consignment sales, in auctions sponsored by the breed association or by livestock shows and by breeders who have large herds of fancy or fashionable breeding that will appeal to the very best trade and which will sell for prices that will justify the expense of employing the pedigree expert.

CHAPTER TEN

PUBLICITY METHODS

Profitable selling of purebreds is dependent upon publicity. Breeders must let the buying public know about their herds and flocks. They must not only create the demand but they must let prospective customers know where their wants can be supplied. There are two general methods of gaining desired publicity — one is by the purchase of advertising space and the other is by so-called "free advertising." Both are effective but they are interdependent. No paid advertising campaign is complete without its complement, free advertising. Often results from space bought in farm and livestock journals are disappointing because the breeder has failed to take advantage of opportunities for free publicity.

Of the two methods of gaining publicity, paid advertising is most important. It enables the breeder to say just what he desires to be said about his offering and to advance his selling points. This likewise is the hardest part of selling for the average breeder. But it need not be. Merton Moore, advertising and sales manager for Carnation Milk Farms, Oconomowoc, Wisconsin, stripped livestock advertising of its mysteries when he said: "There is nothing about advertising to scare anybody. It consists merely in finding the fellow who needs what you've got and making him want it."

Why Should Anyone Advertise? — Mr. Moore explained the reasons for advertising to Wisconsin Holstein breeders in their annual meeting in 1928. "We are living in an advertising age. We may not realize it but we are

influenced, more or less, in our activities by advertising. Yet farmers are the only class of producers who manufacture and sell valuable and necessary goods and don't advertise. And they are the only class of producers who sell at the price the other fellow sets. Advertising finds the buyer who knows what a thing is worth and who is willing to pay for it. It increases the number of buyers and therefore permits a man to determine what a thing is worth and what he can get for it.

Who Should Advertise? — " Any person who is keeping purebred livestock and is capable of producing good livestock — let me emphasize that point — any person who is capable of producing good livestock that is purebred should advertise. He not only should, he must if he hopes to get what it is worth. But no person should advertise until he is ready to sell, and if a man is unwilling to do the things which are essential to make good sales, he should not waste time and money advertising. If a breeder keeps purebred, registered stock and raises good animals he should have no fear of advertising.

" I saw a little bull calf out on our western farm last summer. I wanted it. They said I couldn't have it — it was worth too much to take back East where nobody could see the dam. I asked what they expected to get for the calf and they didn't know but considered it worth $2,000. I agreed that he was worth that much but they were doubtful of finding a buyer. I persuaded them to ship the calf to our eastern farm. I advertised him. I admitted the dam did not have a high record, but I showed a picture of the dam. I gave her show record and printed pictures of her four offspring, all prize winners. I told how much her first two daughters to freshen were producing as 2-year-olds. I received a large number of inquiries and sold that bull to a man away off in another part of the United States for $2,000. That man made a good investment. He owns one of the best young bulls I ever sold. Suppose I had waited for someone to come in and take him

for $2,000? I'd probably have waited the rest of his life. Suppose I had sold this bull for $100. The man who bought him never would have appreciated him. The bull never would have been properly developed. He would have been lost to the breed.

" Suppose a bull worth $1,000 is put in a public consignment sale. He sells for $150. Why? There can be but one explanation. He wasn't properly advertised. I know that the average breeder feels the sales people will take ample care of the advertising. But they don't do the advertising that will protect the individual consignor. They have 50 or 60 animals to advertise. They can't give much attention to a single offering.

" Nothing but an excellent animal should ever be consigned to a public sale, and if the owner does not advertise him he likely will sacrifice a good animal for little. Animals that sell for high prices in public sales are usually well advertised. Suppose you consign a good cow. You may spend $100 advertising her. If you attract only two people who want your cow to that sale your advertising money will be well spent. For if you have the right animal there will be somebody you can reach with advertising who will have the money to buy. I know of one animal which sold for $100,000 because the advertisements drew five wealthy men to the sale. Not one of them would have been there if the cow had not been advertised."

Mr. Moore handles cattle which command good prices. But his contention about advertising and adequate advertising applies in degree to selling animals from any herd. Only by advertising, giving due publicity to his offering, can the breeder hope to sell them at satisfactory prices.

Advertising Creates Values. — Breeders should advertise not alone for bringing inquiries or inducing prospective purchasers to visit their places, but for the effect that it will have upon their own morale, their courage in asking and holding out for a fair price.

" The man who doesn't advertise," said J. W. Johnson,

livestock advertising representative for *Kansas Farmer*, " is likely to accept the first offer that comes. He doesn't know what is transpiring in purebred circles. He doesn't know whether buyers are plentiful or scarce, whether prices are going up or down. He is likely to consider the man who drives in at his gate as his only chance to sell. That is a disadvantageous attitude.

" On the other hand the man who has advertised knows he has a chance to sell to any number of the men who have written for his catalogs, his literature and his prices. He knows there will be other visitors. He will sit tight on his prices, at least until he must reduce them. He will attract a few men from the next county, perhaps across the state line. He'll sell to his neighbors also but at higher prices than otherwise because they'll accept the values established by customers from a distance.

" I visited a Red Polled breeder one day. He had a very good bull calf in the pasture. He thought the bull ought to be worth $100 but was afraid he'd have to take $75. I suggested he'd be better off to beef the calf. He finally advertised, ran a small card which cost $36 for 13 weeks. He sold that bull for $150 because he found a man who wanted it and because his own estimation of the bull was raised to where he didn't care whether he sold or not. That $36 not only sold his bull for more than the breeder expected to get but it sold all the surplus he could spare.

" Just what advertising will do in a sale is illustrated by the experience of a Shorthorn breeder. Several weeks before the auction was held a group of livestock men gathered in the breeder's pasture and in their discussions of the offering fell to appraising a certain heifer. She was a beautiful thing and had been sired by a bull which had made quite a show ring record the year before. It was decided that she was worth, on the basis of cattle prices then, about $500 and the owner thought if he could get the right man at his sale she might bring $600 to $700.

" He bought space in several farm papers, in Nebraska,

Iowa, Missouri and Kansas and in the River market papers. When that heifer was brought into the ring somebody started her at $500. She went to $600, $700, $800, up, up to $1,400, I believe it was finally. A breeder in Iowa had been attracted by her sire's show record which had been advertised and he bought her to put in his own show herd."

Free Advertising. — Publicity without cost is dear to the hearts of all who have something to sell, whether it be products or services. How can it be obtained? What are the secrets of making your product or services known and talked about? Some men are better advertisers of themselves and their herds than others. To some, "free advertising" accrues without apparent effort. How do they do it? What is their method?

The Farm and Herd Name. — Publicity and advertising problems of a breeder may be greatly simplified if he will give some attention to selecting a farm and herd name. Many names were selected before the necessity for publicity was fully realized. An examination of the advertisements in any farm or breed paper will disclose a lack of consideration to the possibilities of advertising value in farm and herd names.

This often leads to such absurdities as buying and using valuable advertising space to explain what the name means. For instance we read: "Naemoor Shorthorns." Now that statement needs amplification. We read further that it is "A Name That Stands for Quality." That may be true but it leaves the reader in the dark as to the herd's identity. He must pursue the advertisement farther to learn that "Naemoor Shorthorns" are produced on "Lancona Farms," which may or may not mean anything. Certainly "Lancona" shorn of the individuality of the breeder does not move anybody to buy Shorthorns nor does it help in identifying the herd. It is necessary to follow the advertisement to its end to identify "Naemoor Shorthorns" and then we learn that Alex M. Warner is the owner.

The name Corsa is known wherever Percherons are bred, but Mr. Corsa has named his farm Gregory. Through persistent advertising the name has become fairly well known, but many men who know of Mr. Corsa would never recognize the farm name. Others must ponder to associate the name with the owner. Wouldn't Corsa Farm have been just as good as Gregory Farm in the beginning? It would be infinitely better now.

Farm names may or may not have advertising value. Whether they do have has depended more upon chance than upon conscious effort. By selecting a farm name that means something, that possesses individuality, that can be easily remembered, the advertising problem can be simplified. Many breeding establishments have become widely known under a given name and the farm name is linked with the names of animals so that a change would be inadvisable. No one would think of changing Ravenswood because under that name Missouri Shorthorns have been bred since 1839, but the name itself without association with the oldest Shorthorn breeding establishment in America is worth but little. It would be folly to change the name of Anoka Farms after years of effort and thousands of dollars have been spent in impressing it upon the cattle and sheep breeding worlds, and after it had been written hundreds of times in the records of the breed association. But why Anoka in the first place? Why Wickfield Farms? Why Orchard Lake Farm? Why Maxwalton Farm? Why Hartland Farm or Oakdale Belgians, or Ben Hur Herefords, or Meadow Lawn Farm? The Divide Ranch or Ames Plantation may be better simply because they designate the section of the United States in which they are located.

These are not so commonplace as Cedar Croft, Twin Oaks, Lone Elm, Pleasant Valley, Horse Creek, Spring Grove or Linwood, but they have very little more intrinsic advertising value. Trumans' Pioneer Stud Farm may not smack so much of England, although it may be English,

but it at least tells who, when and what. Everybody knows that Trumans either run or founded the place, that horses are offered for sale and the " Pioneer " indicates the establishment has been running for some time. Wardmere means that a fellow named Ward runs the place, as does Wardland. Lehnslea might be condemned for its euphony, but Lehn owns the place.

Robinwood at least suggests the name Robbins. To the stranger there is no reason why a farm should be called Sni-a-Bar. Some irresponsible settler called a commonplace creek by that name and it was applied to the farm. Although the name is no more suggestive of Shorthorns than of guinea pigs or Partridge Bantams, it is odd, and for that reason easily remembered. It is easily advertised and despite the persistency of a few newspaper men in referring to the show ring winnings as those of the Nelson Estate, the name has survived. It is one case where the name of the farm has become better known for the product it produces than the name of the founder or owner. But the fact that the name has an advertising value is more or less accidental, even though the man who selected it lived by advertising. The creek could just as easily have been called Dry, Crooked, Muddy, which would have been too commonplace, or it might have been Shunganunga, which would have been too hard to remember or pronounce.

One can imagine a breeder selecting a farm name which smacks of the country in which the breed originated or from the topography, geology or geography of his vicinity and then setting forth to advertise himself and his herd. The fallacy of such procedure is apparent. One of the excuses for naming a herd or farm is for facilitating advertising. C. F. Curtiss is widely known as a breeder, but only his close friends know that his place is Rookwood. Perhaps the name is genteel, but it is hard to advertise and then though it appears in big letters in the Dean's advertising copy one must look at the bottom to see who is the proprietor. Uppermill Farm, on the other hand, is better

known than Weaver & Garden. Hopley Stock Farm requires no supplementary explanation. Hazford Place is infinitely more sensible than Ravendale or Wilkinholm, and it is a happy combination of Hazlett and Herefords, too.

It is not always possible to find a farm or herd name that is easy to advertise, but if the farm must be called something English or Scotch or commonplace it is better to use advertising space in emphasizing the name of the breeder and the stock he keeps. Isn't it better that buyers know Tomson Brothers' Shorthorns than it is for them to recognize whatever name they have selected for their farms?

Naming Purebreds. — Breeders frequently use the farm or herd name in naming animals. This has an advertising value, especially in the show ring. Max-Mill Acorn suggests Maxwell-Miller Cattle Company; Anoka Omega, Anoka Farms; Sni-a-Bar Diamond, Sni-a-Bar Farms; Hazford Bocaldo 6th, Hazford Place; Oakdale Farceur, the home of the famous Belgian. Harlequin is a better name than Bonnie Brae 60th I Am, by which the bull was known before Pickering Farms acquired him, but not so good an advertisement so far as the name is concerned as Miss Pickering. One breeder has named his place Alfalfa Leaf Stock Farm. This results in such names as Alfalfa Leaf Bashful, but that has very little psychological appeal.

It is doubtful if advertising value has been considered to any great extent in naming animals. Many breeders use the farm name as an easy way to get the animal's name recorded. If duplicate names are sent in or if a breeder selects a name that has been used, he must change the name and that causes delay. A combination of names that will meet the requirements or necessities for shortness is difficult to find, but in case the farm name or herd name is used the difficulty is overcome. Witness Divide Magnet, Maxhall Sultan, Hedgewood Gypsy, Columbian Royal, Ravendale Blossom, Don Wildwood. Frequently the name of a great sire or show ring winner will be used in naming

his get or descendants. This likewise has advertising value. Such practice has been carried to the extreme in case of the Repeater family of Herefords, which has been exploited so widely that some animals of that name are not particularly creditable to the breed or the original generations of Repeaters. Nearly any catalog or list of show animals will illustrate the practice. There are Villagers, Sultans, Liberators, Pathfinders, Stilts, Farceurs and Farceurettas, Maxwaltons, Colantha Johanna Lads, Oxford Majestys, Orions, English Busters, Designers, Commanders, Beau Onwards, Bocaldos, Woodfords, Sensations, Beau Blanchards, in almost every conceivable combination.

These instances will emphasize the importance of selecting a herd or farm name which can be used in advertising. Many names have become established and are trademarks of the establishment or line of breeding. They cannot or should not be changed, but the beginner or breeder who has not selected a name for his farm or herd can well afford to give serious attention to the task. One which is catchy, but not freakish, will be easier to advertise. A conscious effort has been made in this direction by naming a Hampshire hog establishment in Iowa, Siouxpaullina Farms; one at Paullina is Hampaullina Farm, and one at Sioux City is Hampsioux Farm, but this makes the reader dizzy.

Exhibiting the Herd. — No better avenue of obtaining free publicity is open to the breeder than exhibiting his herd at fairs and shows. The show experience should ordinarily begin at the local community or county fair. This makes the breeder and his stock known among his neighbors. It helps the local fair. Nor should the home show be scorned after the herd has attained wider recognition. If the breeder feels that the presence of his herd would discourage smaller breeders or deprive them of premiums, he can take his show herd or a few representative animals to the local show and exhibit them without competing for prizes.

The show ring is valuable not only as an advertising medium but it broadens the exhibitor, enlarges his view-

point and his acquaintance, gives him new ideas and ideals. It is surprising how his estimate of his own product will be modified after he has seen it alongside of the best that other breeders produce. It will be gratifying to note how interest increases in the herd after representatives have successfully competed in the show ring.

J. O. Singmaster, Percheron breeder, Keota, Iowa, said one day that exhibiting stock at shows and fairs was the best form of advertising. Singmaster has been in the business 35 years and he succeeded his father as a breeder of Percherons. C. G. Good, Belgian breeder, Ogden, Iowa, who owned the famous Farceur by reason of a $47,500 auction bid, and who considered the horse a bargain at that price, stated that showing is one of the most effective means of obtaining publicity if the quality of stock justifies. Mr. Good does very little other advertising, but is able to sell all of his surplus stock without great effort. In fact, according to his own estimation the horses sell themselves largely by reason of the fact that they have been shown and have been good enough to win against the stiffest competition the country affords. He receives many orders from men whom he has never seen. They became acquainted with his stock through the show ring records, and from viewing the exhibition herd. "Every horse I sell," he said, "is a living advertisement. Thousands of prospective customers see my herd on the show circuit. Many of them never saw, or heard of, me. They gain a better idea of my stock in the few minutes of inspection at the shows and fairs than they ever could by reading all the advertisements I could pay for."

C. W. McCoy, Valley Falls, Kansas, who a few years ago was an obscure mule dealer, became famous as a Holstein breeder in a few weeks merely through the show record of a bull which he had purchased as a calf from the U. S. Disciplinary Barracks at Fort Leavenworth. When a show herd representing Kansas was placed on the circuit several years ago, U. S. Korndyke Homestead Segis was in-

Showing has advertising value. U. S. Korndyke Homestead Segis was purchased as a calf for $185. As a member of a county show herd during two years he won his class 11 times out of 13 exhibitions. He was six times junior, four times senior and six times grand champion in the two years. C. W. McCoy, Valley Falls, Kansas, was offered $1,000 for the calf before he had completed the first show season.

cluded. He won his class eleven times out of thirteen during the next two years. He was six times junior champion, four times senior champion and six times grand champion in that time. He won more championships than any bull of the breed of that age up to that time. Anybody readily can realize what that record did for McCoy. The get of this bull was in great demand. He had been purchased for $185. Before the first show season was over McCoy had been offered $1,000 for the calf. If he had remained on the little Jefferson county farm, he likely never would have attracted an offer of more than $200 unless a test of his daughters had shown him to be a sire of exceptional worth. After that show ring record, every Holstein breeder was a prospective customer for his calves.

Many breeders sell a great deal of stock while they are on the circuit. Frequently, however, sales are not made until the fair visitor has had time to reflect upon what he saw at the show or is moved by the breeder's advertising to write for information. Wickfield Farms, Cantril, Iowa, sold $3,000 worth of breeding Hampshire swine one year on the circuit and conditions were far from favorable. But all breeders cannot expect to do that well. They should not be discouraged if they do not make a sale. Witness the experience of Nicholas D. Green, Hereford breeder, Geneva, Nebraska, " When I first began to show, I was disappointed because I made no sales. But lately buyers are visiting me and when asked how they came to consider my herd they frequently reply : ' I saw them at the county fair last year.'

" I think that showing pays if one keeps his cattle clean and presentable. People admire good, well-groomed cattle and when they want foundation animals or replacement stock will remember the man who showed his herd. It is surprising how far some people will travel to attend a county fair — sometimes 50 to 300 miles. They visit home folks, enjoy the fair and see the cattle which they afterward resolve to buy."

A. O. Stanley, Sheridan, Missouri, bred Shorthorns for 25 years. He was practically unknown outside of his own community until 1920, when he appeared at the Central Shorthorn Show and Sale in Kansas City with a bull and a heifer. When the judging had been completed, Mr. Stanley had the champion bull, champion female and the champion group of the show. The three silver cups offered at the show became his property. When the auction was over the bull and the heifer had topped the sale. Rest assured that the old Shorthorn breeders from Missouri, Kansas, Oklahoma, Iowa and Nebraska, who had been showing there for years, took pains to learn " who that man Stanley " was before they went home.

That show and sale made Stanley's herd known to the Shorthorn world. Inquiries began to come from all sections of the Middle West. He had orders for more cattle than he had to sell. From then until his death his cattle always were in demand.

The Show Herd's Sunday Clothes. — The man who takes out a show herd should be sure that it constitutes an advertisement. Half-finished, poorly fitted stock will not attract much favorable attention from buyers or spectators. No matter how well bred the stock may be, it must have had enough feed to develop the qualities that have been bred into it. Show ring custom demands also that special preparation must be given. The stock must be " dressed up." They must have been groomed and fed a ration that will have made their coats sleek and their bodies well finished weeks and months before the show. Long hairs must be clipped and coats must be clean, free of manure, chaff, straw and dirt. Hoofs and horns should be polished and tails combed. Horses look best with their manes and tails braided and decorated with bright ribbons or artificial flowers. Beef cattle, especially Shorthorns, Herefords and Galloways, usually have their hair combed and curled. Angus frequently have their coats brushed slick. Hogs have their toes trimmed, the long hairs espe-

cially in their ears clipped off. Chester Whites, Yorkshires and other white breeds are frequently powdered. Other breeds are either oiled or washed fresh just before they come to the ring. Dairy cattle, especially Holsteins, look better if they have their hair clipped.

In short, stock is prepared for the show ring so that it gives a neat appearance. The man who takes neglected, unfinished animals to the show usually will be disappointed not only in the prizes he wins but in the attention they attract. Every exhibitor should place a sign or banner on his stalls or show pens so that visitors may know the owner and his address. Sign painters are on hand at each livestock show and breeders may have signs painted to order. It is well to have a sign which may be carried from show to show.

Identifying the Herd. — If the surplus or animals for sale will justify it some catalogs, folders or other printed matter pertaining to the breeding stock and the establishment can be provided. This need not be elaborate and may be in the form of a small pocket folder. It is not advisable to give visitors anything which will be burdensome to carry. Catalogs may be supplied on request, but for the casual inquirer a leaflet or folder will be better.

Thousands of head of show animals are exhibited each year in their stalls and pens without so much as a business card nailed on the wall to identify them. Under such conditions they do not attract a great deal of attention. The advertising value of showing is rendered worthless except in reports of the awards.

But watch the experienced showman and breeder. One of the first things he does upon arrival at the grounds and after attending to his stock is to get out his banner and his literature, if he has any. He strings up his ribbons, some of them a year or two old. He shows passers-by that here is an offering of some distinction. Many have cards printed and hung over the animals or attached to their stalls. These bear the breed name, the animal's name

and registration number, the farm or breeding establishment name, name and number of the sire and dam. If the stock is successful the owner frequently has special signs painted which list his winnings. He assuredly lets visitors know when he wins a championship.

All of this has advertising value. The banner or sign immediately identifies the stock. It lends stability to visitors' impressions. An attractive sign will cause visitors to stop and examine the offering it identifies. A display of ribbons tells visitors that here is a herd or flock that must be reckoned with in the judging ring. The individual name sign for the animals lends importance. It gives the stallion, the mare, the bull, the cow, the boar, the sow, the ram or ewe a personality. It says here is quality, animal excellency. It advertises the breeding establishment.

The Breeder on Trial. — It should not be necessary to warn breeders to be courteous, but too many of them are not. The breeder's place at the show is near his exhibit except in emergencies and when business calls him away. If he must be absent an obliging, well-mannered, neat attendant should be left in charge. He should know the herd as well as the owner. He should be eager to answer questions and willing at all times to exhibit the animals to interested visitors and prospective purchasers.

If the herd is of some importance it is well to have a supply of good photographs on hand, especially of prize winners. If no pictures are available the attendant or the breeder himself should be willing to make appointments with newspaper representatives for taking pictures. It is to the interest of the breeder that only good pictures be supplied. He should ascertain whether the representative is qualified to take the pictures and in case he is not obtain the services of a livestock photographer (and one or two will usually be available if the show is an important one) and have pictures made at his own expense. He should know how to pose his animals so that a good picture can be

taken. He should practice posing his stock beforehand so that they will become accustomed to the meticulous handling necessary.

In his relations with other exhibitors in the show ring and away from it, the breeder should always be courteous. In fact, courtesy is one of the best and cheapest sources of advertising at home and abroad. A slothful, lazy attendant is a poor advertisement. Halters, hurdles and all equipment used in showing should be neat and attractive. The animals should be well bedded in their stalls. The alleys and passages past the stalls should be clean and free from obstruction. Attendants and herdsmen should refrain from boisterous talk, obscene and profane language. The show ring, the stock, the attendants, the breeder, the stalls and the equipment constitute an open advertisement to the public.

When the Breeder Is Interviewed. — Any exhibitor is likely to be interviewed by a reporter or a farm paper representative. The man who talks freely but sensibly will be most freely quoted. A printed interview lends distinction, has advertising value. The breeder should be able to tell of his herd, his experience as a breeder, to talk of conditions in his business and in other business, crops, prices, opportunities in livestock breeding. He should have some worthwhile thoughts to pass along. He should be optimistic. He should tell the truth and refrain from exaggerating. The reporter may be experienced and recognize any attempts to deceive, mislead or to make fun at his expense. It may be fun to lie or lead the reporter or his paper into ridicule, but it is expensive.

The kind of story a man writes about a breeder's herd or the interview will depend on his enthusiasm. The breeder should be sure that what he has to say will inspire enthusiasm in moderation. Modesty is commendable, but it should never be an obstacle to giving the reporter simple, direct facts upon which to build his story. The interview should be specific. He can talk of himself, his stock, his

accomplishments, his struggles, his mistakes all in candor and modesty without bigotry or egotism. The breeder should seek publicity without making his quest too apparent. If he has something to say or has done something worthwhile and will tell about it, publicity and free advertising will come his way.

He should have something to say, be easy to talk to. He should be capable of expressing himself and making his meaning clear. That will avoid in most cases the necessity for explaining that he was misquoted or that " these reporters never get anything right."

The breeder should take part in all meetings of his fellow breeders at the show. He should be active in all affairs, present in as many gatherings as possible, take part in the discussions, make his presence known without conspicuous obtrusion. If he is a good mixer and makes acquaintances easily, if he is amiable and these qualities can be cultivated to a degree at least, all these things will come as a matter of course and publicity for himself and his herd will evolve. False modesty is an obstruction to progress and to success in livestock breeding and marketing.

The value of showing has been explained briefly by Merton Moore in the discussions before Wisconsin breeders: " Take advantage of your community fairs. Never mind the big shows until you have had experience. Never show animals rough and unfitted. Your breed paper can tell you how to fit your animals if you don't know, and the experience alone is worth all the time and effort required.

" But I would call your attention to the opportunities for selling that are afforded by showing. The judge sees the good ones and talks about them to his friends. Spectators often are impressed and when they are in the market for breeding animals are likely to go to the herds that were represented at the shows they attended.

" The bigger shows are certain to appeal after you have had experience in the local fairs. And continued showing will add value to your herd because of the increased demand

created by advertising. Think of the Holstein Bulls that have been sold for $5,000 or more in Wisconsin the last three years. Most of these were from small herds and I do not know of many, if any at all, which were not advertised by appearance in the show ring. We can't all raise grand champions. Some of us do, but we must take them to the show before we find it out."

Livestock on the Billboard. — Signboard advertising is just as valuable to the breeder as it is to the merchant. Who does not know that Fletcher's Castoria has been in use for more than 30 years? What man has not been urged from his neighbor's barn to trade at "The Fair," "The Palace," "The Boston Store"? Who among the highway travelers know what kind of stock is bred upon the farms they pass?

The farm name should appear upon some of the buildings, or upon the entrance, the gate post or upon an unpretentious signboard. Naturally the breed and owner's name should appear also. Many breeders fail to give their address. This of course is known to all the neighbors and perhaps to most of the county residents, but the motorist who is passing by, who may have time only to make mental note that here is a cattle, hog, horse or sheep breeder, will not know whether the owner receives his mail at the last or the next town.

C. K. Gamble, White Leghorn breeder, Coffeyville, Kansas, has erected by the side of the road near his house a small black signboard, with his advertisement written in script. It tells the portion of the world which passes his place in motor cars and upon the interurban trains that this is the "Gamble Egg Farm," and that visitors are welcome. Thousands of tourists and folks who travel read that sign every season. Folks who go out for an evening drive stop there to buy fresh eggs. Travelers who may be poultry breeders or egg producers themselves stop their cars and view his plant and his stock. Their visits lead to orders for hatching eggs and breeding birds. Not only folks from

surrounding counties but those from other parts of Kansas and from other states read that sign and stop. It has brought orders from Texas and Oklahoma.

In Coffeyville almost anybody can tell an inquirer where Gamble lives. The interurban ticket seller, the motor owning corner druggist, the banker, hotel clerk and every interurban conductor know that Gamble lives at Stop Four. "You'll see his sign when you get off the car," although in reality his house is nearer the stop and much easier to see, but houses are commonplace; farm signs written in script are not.

Fred G. Laptad's farmstead near Lawrence, Kansas, is near the Union Pacific tracks. On his barn is a sign which announces that there is the "Laptad Stock Farm," where Durocs, Polands and Jerseys are bred. The date of his next hog sale is given. An electric light and reflector illuminate the sign at night. Usually he turns on the light only as sale time approaches.

This sign not only identifies the farm but gives the date of the next hog auction.

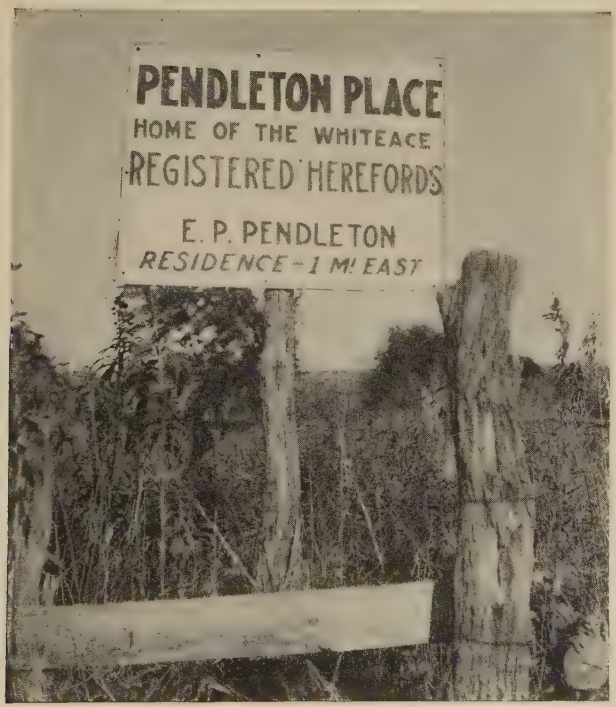
E. D. Frazier, Poland breeder, Drexel, Missouri, painted his own sign on his silo. Many a farmer would have donated the space to the "New York Store." The name of "Longview Farm," Lees Summit, Missouri, famous for its Jerseys, Durocs and light horses, forms an archway over all public roads that run through it. The name "Cedar Croft" on the roof of a large barn is visible from half the roads which lead into Independence, Missouri, and those who pass directly by read from the cap stone of the massive brick gate posts the name of the owner, W. L. Yost. Half a mile down the road in the corner of the pasture is a billboard, bearing the name of the farm and a painting of Herefords.

For some reason J. A. White's farmstead, in Lawrence county, Missouri, was built half a mile from the Joplin-Springfield highway. A sign at the entrance tells passers-by what they would not know otherwise — that White breeds Buff Leghorns and that he has hatching eggs and breeding stock for sale.

He who has not traveled by automobile in a strange country does not know how to appreciate the value of small signs along the road to guide tourists on their way. If the road is not marked, and many are not, the driver and every occupant of the car watches for directions. They see every sign and every billboard. They read the breeder's advertisement. The "Red Star" route in Franklin county, Kansas, passes along the back of E. P. Pendleton's place. Without the two small signs at the corners of the farm, travelers would not know that a Hereford breeding establishment is only a mile to the eastward. Tourists are notified a mile or two in advance that they are approaching the Duroc Jersey plant of J. W. Brooks & Sons, Blythedale, Missouri, and billboards bearing the farm name and a painting of a red hog stand in the corners of their pastures.

It is not desirable that breeders emulate the garages, restaurants, department stores, hotels and tire shops which use farm advertising space. But a neat sign is an effective

means of advertising herds and flocks and at least one should appear at the farmstead. It need not be elaborate, blatant or shocking, but it should be effective. Thousands of herd owners neglect to inform travelers along the roads which lead past their places that they produce purebreds.



This sign directs travelers to the farmstead which is on a side road.

Some day a group of breeders will undertake a community road marking project. They will place signs at each breeding establishment and directions and distances at each cross roads. Each breeder will supply on his own signboard the direction to the next establishment. Tourists

will mark the community for one of progress and its fame will spread afar.

Adventures in Publicity. — An axiom as old as newspaperdom is that there is a story in everybody. It is the reporter's job to get that story, but because he has not time to investigate nor his paper the space to print every story, he naturally selects those which come easiest or have greatest value.

On this premise there is a story in every breeder and he who drops some hint or gives some suggestion either by his conduct or by what he says is most likely to get his story printed. The farm paper reporter, like the newspaper reporter, has neither the time nor the inclination to ferret out the story of every man he meets. He is always on the alert for features, but of necessity and quite naturally he occupies himself with those men and affairs in his circle of acquaintance. He is most likely to write about those breeders whose story he has come to know in one way or another through personal contact.

A few words spoken in a meeting, a short story, even of a few sentences in a country weekly, a brief conversation with a county agent, a farmer, a banker or anybody whom the reporter chances to meet may send him half way across a state or the continent to get the details of a breeder's story. It therefore behooves the breeder to cultivate the acquaintance of farm paper representatives.

Most of the best features originate without any conscious effort on the part of the breeder. Sometimes the story hinges on his early struggles, his adversities, how he happened to start in the breeding business, how he built the herd from a foundation of one animal, how he financed his start, how he overcame obstacles, how he markets his surplus, his personality, a ration, a crop he grows, the assistance he gives to other breeders or his neighbors, how he keeps records, how he advertises, something he said, his buildings, a great sire, a big litter, how he saves his pig crop, a sanitary program or any one or a combination of things.

How could Glenn G. Davis have known half a dozen years before he became a Holstein breeder that his struggles to obtain an education would form the basis of publicity that no man in the country could buy? Davis's story has been told in print and from the lecture platform from one side of the country to the other to millions of people. It started when he as a student in the University of Missouri College of Agriculture began buying skim milk from the University dairy department and peddling it from a gallon bucket to Columbia housewives and boarding houses. He had no intention of using that beginning as the foundation for a dairy business and Holstein herd. His primary interest in those days was to earn enough to stay in school. Yet his associations in connection with that small business no doubt led to his selection of a dairy course. It is hardly conceivable that he could have adopted this method of introducing himself to the news hungry world.

The first story resulted from the investigations of a student reporter. It was the outstanding story of the year of a student's method of making his way in a community where several hundred were earning all or a part of their school expenses. The city papers took it up and called for more. Presently Davis was peddling skim milk from a cart. Another story on the progress of his enterprise went the rounds.

The boarding-house keeper where Davis got his meals financed the purchase of a cow and then another. She had two children in school and knew something of the sacrifices that had to be made for sake of an education. Consequently she was willing to help Davis. The first cow occasioned another story with a repetition of the others. Presently still another story announced that Davis would postpone his education to engage in the dairy business. That he was sacrificing his education to support his mother added human interest. Everybody in that town knew of Davis. His milk route grew rapidly and the demand for his milk exceeded the capacity of his growing herd.

He determined upon a tuberculosis-free herd. This inspired another story with a summary of his progress from the day he peddled skim milk. The newspapers noted the purchase of his first purebred, the gradual elimination of the grades, the records his cows made, his purchase of a farm, his reëntry into school, his first show herd, his winnings, his election to the presidency of the state breeders organization, the absence of abortion and tuberculosis among his cows, his first sale.

Every step in Glenn Davis's career has been marked by publicity. A dozen years after he entered the University his story was still being syndicated by press services, it was being written by farm paper reporters and was the subject of editorial comment throughout the country. No breeder has had such wide publicity in so short a time and no breeder whose story has been so widely told has bought so little advertising space.

Davis has been interviewed and photographed. He has been the subject of stories wherever he has gone. The publicity has come to him without conscious effort because he did something worthwhile. He is likable, unassuming and possessed of sensible modesty, and because of this the story from his own lips contains no hint of ostentation or sought publicity.

He is an outstanding but not an unusual case. One day a man arose in a meeting at Topeka, Kansas, and spoke briefly on the subject of merchandising farm products. His words were broken, almost indistinguishable because of the foreign accent. But a farm paper representative caught enough of his reference to the way he sold purebreds to sense a feature story. The man had the floor probably one minute. His words were few, spoken on the spur of the moment, inspired by the remark of another, given without premeditation and without knowledge or perhaps concern that a reporter was present, yet they were effective. He had said "something." At the first publication, the story of A. E. Pilnacek, an obscure breeder of Shorthorns,

Spotted Poland Chinas and Plymouth Rocks, who had come to this country 16 years before from Austrian Bohemia, was told to more than a million readers.

Farm paper editors like to receive letters and a sensible, thoughtful communication is likely to be published. This may lead to wide publicity. A chance communication to the *Breeders' Gazette* led to Dan D. Casement's appointment as a corresponding editor of the paper. He is an entertaining writer and his comments are no doubt widely read. His advertising becomes thus doubly effective. Readers of the *Gazette* know more about his Kansas and Colorado ranches as a result of his regular contributions.

The following letter of appreciation to the livestock advertising department of the Capper Farm Press resulted in its publication as a " house " advertisement in the form in which it is herewith reproduced. Thus the breeding establishment acquired advertising much more valuable than the owners could have purchased. In the first place the mere appearance of their name was of value, but of greater value was the statement that they produced Durocs which merited good prices.

GOOD ADVERTISING, PROPERLY FOLLOWED UP, STILL SELLS GOOD PUREBREDS

" We herewith enclose our check for $28 in payment of our account with you according to your statement of August 22.

" Please pardon the delay in sending this remittance, as the writer underwent a serious operation the latter part of August and this is the first day that I have been able to be out of bed.

" We have found that it surely pays to advertise in the Capper papers if a man has good stock to sell. We have traced orders amounting to $1,450 directly to the advertising which the enclosed small check covers.

" Going back a little farther we find that we have sold Duroc Jersey breeding stock to the value of $11,035.00 at private treaty to 125 customers through our advertising in the *Kansas Farmer and Mail and Breeze* and in the *Oklahoma Farmer*. This advertising cost us just $201.81 according to our records.

" Considering the fact that not one dollar of this business came in during the inflated prices but represents our recent business during the

recent period of depression we think that it makes a pretty good showing for the real merit of your publications as an advertising medium and also as to the quality of our breeding stock. Every hog that we have ever sold on a mail order was shipped with the absolute understanding that our customer must be perfectly satisfied or he could return the animal to us at our expense and we would refund the entire purchase price to him including transportation charges.

Very truly yours,
Stants Brothers.
Breeders of Duroc Jersey Hogs
and Holstein-Friesian Cattle."

Free publicity is a material aid in supplementing paid advertising. The experience of A. M. Dull, Percheron breeder, Washington, Kansas, is illustrative. For $150 spent in advertising he received not a single inquiry. After selling four animals which topped a consignment auction at Manhattan he placed another advertisement which cost only $21 and received more than 100 inquiries. He had received the benefit of a published report of the sale, a large number of men had viewed his offering at Manhattan, he had broadened his acquaintance by attending the auction. The fact that his were considered the best animals in the sale by bidders made subsequent advertising more effective.

Local merchants and business organizations offer a lesson in publicity. No occasion is ever neglected to put their name before the public. John Smoley & Son, Spotted Poland breeders, Marengo, Iowa, appropriated the idea. They supplied a float in the Fourth of July parade. Arch Back Gladiator, their herd boar, was loaded into a trailer upon which had been constructed a pen of gas pipe. A sign on the pen identified the occupant. The family automobile was decorated with flags, streamers and bunting and Arch Back Gladiator was hauled throughout the town's main streets.

Bruno Glaubitz, Rogersville, Missouri, got his start in the Jersey business by clearing the brush from 40 acres of Ozark upland during spare hours. He was a blacksmith

with a desire to run a dairy and with a family to support. All day long he shod horses, sharpened plows and mended wagons. At evening he cleared land. Finally he had enough brush subdued so that he could support a cow, then two cows and finally a small herd. He bought more land and he kept by the anvil only when neighbors had work to be done. His was a good story.

F. H. Manning, manager of the Miller and Manning Ranch, Parkerville, Kansas, has concerned himself with advancing Spotted Poland Chinas in the state. He was responsible for organizing the state breed association and took great interest in club work. He never loses interest in the animals which leave the farm and go to other herds. He has become the most widely known Spotted Poland China man in the state. Paul B. Gwinn, county extension agent, of course knew of Manning's activities. He recognized the value of such work from the viewpoint of the breeder and the breed. One day a newspaper man chanced that way. Gwinn took him to the ranch and Manning's story was told to several hundred thousand readers. It was a good story and a worthy subject. It was also good advertising for the breeding establishment.

Merton Moore, previously quoted in preceding pages of this chapter, considers news items the best publicity a breeder can obtain. A small story in a newspaper, farm paper or breed journal may be the means of selling all a breeder's surplus. He relates several instances to prove the point: "A farmer gave me a picture of three little calves two years ago. It was an attractive picture, a front view, and the calves looked as much alike as peas in a pod. I tried to get him to send it to a dairy paper, but he wouldn't. I then sent it to a little paper with only this underline: 'The first ones are now arriving.' That picture sold more stock for that farmer than many a $25 advertisement has sold for him.

"Last month I mentioned a certain great breeding cow and her daughter and her son in a little story I wrote for a

farm paper. The man who owns her son has had letters from breeders hundreds of miles away. They want to buy his bull. A little story, a picture, a note sent to the breed paper is most valuable advertising. Sometimes the editor can't use it, sometimes he can. The effort is worth while. I know of a news item that sold $25,000 worth of cattle. The man brought the paper right with him when he came to buy."

Peter Cologna and Sons, Marshfield, Missouri, market the product of a large Guernsey herd as butter through selected grocery stores in Marshfield, Springfield and Joplin. They exhibited a few of their cattle at the Ozark Stock Show. An official of the show with a " nose for news " repeated their story to a visiting newspaper man who obtained an interview with two of the brothers and both the show and the herd obtained desirable publicity.

When a group of Jersey breeders and Farm Bureau members visited the farm of W. R. Linton, Denison, Kansas, during the annual tour of the Jackson County Jersey Cattle Club, he passed out blotters bearing his name and address. " Blot Your Debts with Jerseys " he advised. It was not an elaborate advertisement, but sufficient to attract attention of breeders and make them remember his herd. No other of the twenty or thirty breeders visited did anything like that.

Several years ago three members of the Mulvane Holstein Breeders' Club, Sedgwick county, Kansas, bought a bull from W. R. Stubbs. The bull was used quite freely by other members as well as the owners. The Stubbs herd was dispersed and there was danger that the test of the bull's mother would be discontinued. To insure that her record would be completed several members of the association contributed $100 each, bought the cow and continued the semi-official test until it was completed. The record on that bull's mother increased the value of every calf he sired. The action of the club made a good story and it had wide circulation.

Pulaski county, Virginia, was once the leading county of the country in the campaign of the United States Department of Agriculture for "Better Sires — Better Stock." More pledges to use nothing but purebred sires were obtained in that county than any other. As a result the fame of that county was spread afar by the Department of Agriculture. A tire concern which used a distinctive billboard in form of an open book placed one of its signs near Pulaski. One page bore the following inscription:

"Pulaski, the capital of Pulaski County, and its environs is the premier community of the United States in the 'Better Sires — Better Stock' campaign for the improvement of domestic animals."

Somebody thought in terms of community and purebred livestock publicity when the advertising firm's representative called on local citizens for an inscription to place on that poster.

Commercial clubs and other community organizations can aid in publicity campaigns for local breeders. For years the Chamber of Commerce at Mexico, Missouri, maintained a billboard near the railway station on which the fact that the town was the home of Rex McDonald, famous saddler, was advertised. This idea is amenable to use in any community where a famous herd or sire is maintained or where a community of breeders exists.

Tomson Brothers, Dover and Wakarusa, Kansas, never feel called upon to apologize for the condition of their Shorthorns. Even breeding cows in the pasture which never go on the show circuit are maintained in good flesh. Every animal in the herd is a living advertisement of the quality of Tomson Shorthorns. That they are in good flesh indicates the uniform ability of the herd to make good use of feed. A thin or poorly fleshed animal may be in that condition by reason of something besides under nourishment.

Every breeder should join his local, state and national breed organizations. He should take active part in their work. Membership offers him an opportunity to meet

other breeders, to keep abreast of breed affairs, and broadens his opportunity for free publicity.

While it is true that most of the feature articles and much of the publicity which certain breeders have obtained have resulted more from accidental than premeditated action, there should be no objection from the viewpoint of the publication to a breeder's conscious effort to bring attention to his accomplishments. It is possible to attract attention without being obtrusive.

CHAPTER ELEVEN

ADVERTISING MEDIUMS

Every breeder must buy some advertising space. And every breeder must decide which of the several mediums is best. Perhaps all mediums should be used to some extent if the size of the herd or operations will justify. However, the breeder's schedule will vary according to the nature of the publication in which he advertises and according to the class of buyers to whom he desires to appeal.

No set rule can be followed. Some men will prefer the national farm papers, some the state papers, some the breed papers, while still others will use only local papers. Usually a breeder will use papers of at least two of the classes. The choice of mediums will depend to some extent upon the location of the establishment, the fame of the herd, the cost of space and similar factors.

The man who is specializing in mail orders likely will find small copy in the national farm and stock journals effective. Although the advertising rates in these publications are comparatively high, that will be of small consequence if the inquiries are numerous enough. Breeders who are widely known will also likely find the papers of national circulation satisfactory. In taking space in a paper of this kind the breeder should remember that the circulation is widely scattered. The rate will be based on the amount of circulation and his advertising must compete with that of local breeders in state papers. Also he will pay for a large amount of circulation that will be worthless in producing inquiries. News stand, suburban and small town circulation will be of little value except to

poultry advertisers. A paper which is sold by newsboys or by persons who peddle fiction magazines should on general principles be avoided. It is rural circulation that the breeder desires. The cost of trying an advertisement in a paper of national circulation will not be great, however, and if it brings results the kind or quality of circulation need be considered no further.

It must be remembered that the purchase of advertising space is merely to bring inquiries. It is up to the breeder to sell the customer after he has been sufficiently interested to make inquiry. A failure to sell cannot be blamed upon the publication. Even a failure to get replies from an advertisement may not always be the fault of the publication. The difficulty may be with the breeder's copy, the season of the year, the fact that the publication does not reach a class of customers to whom the advertisement appeals. Sometimes the failure to get results cannot be explained at all. Occasionally an advertisement in a given publication will bring unsatisfactory results. At other times similar copy will pull very well.

For most breeders the state papers or those which have a concentrated circulation within a radius of 100 to 300 miles of his place will give best results. This does not apply so much to a mail order business in hogs, sheep or poultry because the transportation charges are not a deciding factor, but for larger animals it does apply in most cases. Most of a breeder's trade comes from within the territory where he is known and from breeders who are acquainted with his herd or flock, and who have confidence in his ability and integrity.

Local farm papers are the best mediums for advertising auctions because they have a concentrated circulation in the territory from which the sale will draw buyers. It is unlikely that a national paper, except one which circulates among livestock men and breeders exclusively or extensively, should give results. If the establishment or the place where the sale is to be held is not too far from

an adjoining state some advertising in the local papers of that state likely will be effective. Some copy in the breed paper will be effective if the offering is of sufficient importance to attract buyers from a distance. Such buyers are of vast importance to a sale because they are very likely to be buyers or at least bidders and in proportion to their numbers are the most important who come to the sale. They help to establish values and their competition often determines the success of the auction.

As transportation charges, both freight and passenger, increase or remain proportionately high, the sale crowds will become more and more local. No matter how great an appeal a sale may have to buyers in a given territory, they will not travel great distances at great expense only to buy animals which must be shipped at an expense in many cases equal to the purchase price. The automobile and truck have served to some extent as a check upon the localization of auctions, but the tendency will continue in that direction and make the state farm papers even more effective mediums than they are at present.

General farm papers also reach a larger number of prospects. They go to most of the breeders of all classes of stock and to a large number of farmers who are in the market for purebred sires and dams, or foundation stock. They cover the trade territory of a breeder more intensively than any other medium. They reach all classes of buyers. A favorite argument of the farm paper's competitors is that the market it reaches is largely of farmers and that only such stock as can be priced low can be sold. This, of course, is a mistake. The breeders of a state are probably the most consistent and faithful readers of farm papers, and they are just as likely to be reached by advertising in their state farm paper as they are by that in their breed paper.

The breed paper has one serious fault as an advertising medium. It develops few if any new customers. The breeder who uses its columns exclusively advertises to men who are already convinced that this is the breed to keep.

If the breed paper gives results it should be used. If not it should be treated as any other publication which does not give adequate returns. In theory it is an excellent advertising medium for the man who has a herd of sufficient importance to attract the attention of other breeders. If the stock offered is well enough bred that they can take their places as sires and dams in the good herds of the breed, then a man may use his breed paper exclusively.

But he is never justified in neglecting the local farm papers. By so doing he neglects a great possibility in promotion work and deprives himself of the opportunity of developing a wider and better business. It is perhaps easier to advertise in the breed papers because the copy need not be so well prepared; the other breeders likely will know what the advertiser has to offer if he mentions the line of breeding and all else they require is the address and sale date. If they desire to attend they will be as likely to do so with that simple announcement as if the breeder used eleven pages, as one man did, in a single issue. The only excuse for more than one page or at the most a double spread in one paper is the price of the paper's support, which is of doubtful value, and the breeder's submission to a form of hold-up.

A modest, sensible advertisement in the breed paper is all that is necessary. Its circulation is so widely scattered that it cannot be depended upon entirely except in boom times when breeders will travel long distances to scratch a fellow breeder's back with the understanding that the favor will be returned. Breed papers have prospered largely as a result of trade among breeders.

The advertiser in farm papers should appeal not only to breeders but to those who might select another breed. More skill is required and needed in preparing copy that will pull. In practice, however, the advertising in farm papers as a whole is not so well prepared or so attractively displayed as it is in breed papers.

Local newspapers should not be overlooked in plan-

ning an advertising campaign. Weeklies and small town dailies or the rural route editions of nearby city dailies provide effective means of reaching local buyers and those within a few miles by train or motor car. The same transportation charges which are making local farm papers more desirable are working in favor of the local newspapers. It is doubtful if continuous advertising in the local paper would bring results, but space should be purchased for auctions and in a few issues during the sale season for different classes of stock. Poultry can be effectively advertised during several months of the year in local papers. But advertising boars, bred sows and gilts would give results only for a short time in season and perhaps not then. The local papers can be used effectively in calling attention to the herd during fairs, Chautauquas, conventions and other gatherings.

After selecting his mediums or after determining which are most effective, the breeder should advertise persistently. It is not necessary to run " big " copy all the time or may not be desirable at any time, but the breeder should adopt some method of keeping his herd before the buying public all the time. Most papers have a classification which they call " card " advertisements, run under a special breed heading. They are brief notices containing the breed and kind of stock for sale and something about the herd, its breeding or records. Cards may occupy two or three lines up to an inch in a column. They are occasionally contracted for a period of weeks, months or a year with occasional change of copy.

Some breeders make a practice of using a little display advertising, larger copy, occasionally, to supplement the cards. This is effective but may not be necessary if the cards pull well enough. In normal times breeders find that cards are about the cheapest and most effective copy they can use.

The herds which are kept constantly in the advertising columns of a good paper are best known, find selling easiest

and rarely have any surplus left. Persistent advertisers are known to get the greatest amount of free notice from editors and publishers. This should not be so but it is.

Supplementing Paid Advertising. — Every advertising campaign should be supplemented by a mail campaign and other means of bringing notice of the herd to the attention of buyers. Although the advertising copy may be such that it will bring orders direct, in most cases it will be designed to bring, and result only in, inquiries. Few breeders will spend enough money to tell their whole story in an advertisement nor will they be prepared to write copy which will inspire orders.

The direct order is desired because it makes low selling costs, but most customers will need further persuasion to part with their money. Perhaps poultry and egg advertising bring the most direct orders because of the nature of the business and the product, but even in these cases most prospects will write for further information before sending their money.

In any event an advertising campaign calls for " follow up " literature which gives detailed information about the herd or flock, prices, terms and other selling points. This follow-up may be in the form of circulars, folders, photographs, catalogs, booklets or form letters. Where time and facilities permit the follow-up may be a personal letter which gives full information about the offering. Most breeders, however, prefer to have the information already prepared. In all cases a personal letter should be written in which the inquiry is acknowledged and attention is called to the literature which is being sent. It may be necessary also to bring the literature down to date by letter or make definite reply to some question not answered by the printed matter. Some breeders follow a definite schedule of mailing literature to inquirers. If the first effort does not bring an order, they send additional literature and likely write a second letter. Usually they place the name on their mailing lists for further printed matter.

In addition to the follow-up, a mailing list is a valuable advertising medium. Mailing lists are made up of names obtained in the general course of business. Every man who answers a breeder's advertisement is a prospective buyer. His inquiry indicates his interest. Whether or not he buys the first time, his name should be placed on the mailing list. Sale reports and the advertisements in farm and livestock journals also offer a source for obtaining names of persons who are interested. Fellow breeders, acquaintances, members of local county and state breed organizations and customers should be listed. It is necessary to make constant revision so that the list will be kept alive. W. H. Charters, Poland Breeder, Butler, Missouri, sends out postal cards regularly once a year so that persons on his mailing list may express their desire to continue to receive his literature. If they do not return the card, he drops their names.

The breeder who holds auctions will desire to use every available means of attracting buyers. In addition to the advertising campaign in various publications, he will notify his mailing list. His catalogs will likely be too expensive to mail broadcast and he will desire to send them only on request. But he can send printed matter of some kind, if not a folder, hand bill, mimeographed notice or form letter, then a postal card bearing the simple notice and inviting requests for catalogs.

A carefully selected mailing list is one of the most profitable sources of business. In this the breeder has absolute control over the circulation of his advertising. He may include only those persons whom he knows to be interested in his breed. In that way he wastes very little effort, postage, paper or printing on persons who are not prospective buyers. Every person may not be an immediate prospect but he is a potential one.

How effective a mailing list may be is illustrated by the experience of the Melin-Petersen Company, Minneapolis, Minnesota, a sales organization that was developed, after

the depression in the purebred business, to supply selling service for dairy cattle breeders. A list of 5,000 names has been compiled from inquiries for catalogs, buyers at sales and from similar sources. This list is circularized before every sale held. G. R. Melin, a member of the firm, stated that 75 per cent of the sales which the company makes are to persons whose names are on this list.

It is advisable also to circularize local farmers. Advertising matter may now be sent without personal address. Postmasters are authorized to supply a list of rural routes and the number of persons who receive their mail on such routes. With this list the breeder can supply enough pieces of his literature that one will be left in every mail box served by the rural carriers. It is necessary only to address the mail to Box Holder, and then affix the rural route number, post office and state, and supply enough pieces to go around on that route.

This method can be used in adjoining counties. The local postmaster likely can supply the desired information as to the number of routes and box holders served by the nearby offices. If he cannot a trip to the neighboring towns or a letter to the postmasters will obtain the desired information.

Most banks will be willing to supply a list of their customers who would likely be interested in a breeder's sale. They might be willing to mail notices if literature and postage were supplied. They will rarely refuse to post a sale bill or other literature announcing an auction.

Just before his sale, the breeder can spend a few evenings profitably at the telephone, calling his neighbors and all farmers served by the local exchange and inviting them to his sale. The notice will be appreciated and they will likely come. They may not buy the first or second time and many of them never, but sooner or later a few of them will become customers.

Advertising by Radio. — Occasionally a breeder uses radio as a means of calling attention to his sale. This is especially true where the local station has a strong farm

program and a large number of rural listeners. How effective such advertising is can hardly be measured, but in view of the large number of merchandising establishments that use the radio, it must be a profitable medium of publicity.

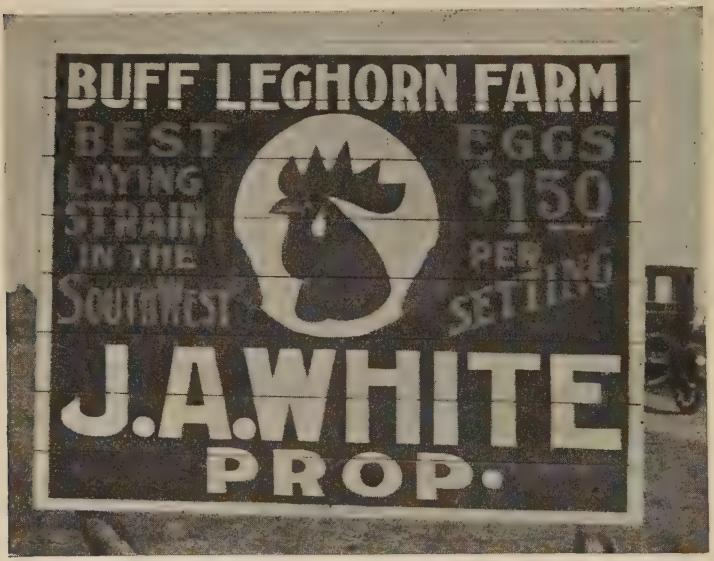
Whether a breeder can use radio effectively to supplement his other advertising will be for him to determine. He may arrange for the announcer to speak a few words about the sale between musical or other numbers or when he is identifying his station. This might be done during the farm program periods once or twice a week, some time in advance of the sale. Then the breeder might make a short announcement himself a day or two before the auction date. If he is not accustomed to talking he will do well to write what he has to say and read it or have some other person do so. It will be advisable to have the announcements which the station representative is to make written out unless they are so short as to comprise only a few words. Such advertising is likely to be expensive and the breeder will not desire to take much radio station time. However, he may try the method at no serious cost and if it pays he may make more extensive use of it. Some stations offer special rates to farmers at certain hours of the day when other advertisers are not using the facilities.

One of the effective uses that may be made of radio is in advertising a postponed sale. Postponement is sometimes necessary because of storms, floods or other weather conditions. A postponed sale in the past has normally been an unsatisfactory sale because no way was available for advising all the prospective attendants of the new dates. Radio affords an effective means of readvertising and undoubtedly reaches many people in a short time who could not be advised of the changed date in any other way.

Another possible use of radio in purebred advertising is in supplementing the copy run in farm papers, by the publisher for an additional charge. For instance, the publishers who own stations could, as an inducement to obtain

business, offer to make a stipulated number of announcements for every breeder who bought a given amount of space. Or he could collect a stipulated fee in addition to the regular advertising rates in his paper for the radio announcements.

Other Mediums. — Billboards, roadside and farm building signs are considered valuable mediums for manu-



The billboard is as valuable an advertising medium to the breeder as it is to the manufacturer. This sign stood along the highway. The farmstead was obscured from the road.

facturers, merchants and others who have goods to sell. Certainly the breeder's pasture, the entrance to his farmstead or the corner of his farm is as valuable to him as it is to any other advertiser. It would be only in a rare case that a breeder could employ the facilities of the outdoor advertising company in advertising even in a limited way at a profit, but certainly he could place his own advertise-

ment on his own billboard on his own farm. The same applies to the gate signs or the signs on his farm buildings.

The manufacturer paints his sign on his building or on his power plant smokestack. The merchant identifies his store with his name and the kind of goods he sells. The maker of windmills puts his sign on the fan. Some manufacturers of farm implements provide the farmer with a sign to hang on his yard fence, the gate or his farm buildings. Then if such advertising is valuable to others, why isn't it to the breeder? How effective it is will depend upon the way it is presented. It is doubtful if much more than identification is possible, but even that is important. One Ayrshire breeder who has spent years in building up an excellent herd which has been very successful on the show circuit has adopted no means whatever of identifying his farm to persons who pass it.

The catalogs, mailing pieces, folders, posters, circular letters and similar matter which have been mentioned in connection with follow-up literature contain sales argument and so may be used in exciting inquiries as well as answering them. Even the letterhead may become an advertising medium as it did for The Mattson Holstein Farms, New York Mills, Minnesota. After dairy herd improvement association records had been completed on six daughters of their senior herd sire, Mattson Brothers discovered that they had averaged, as immature cows, 116 pounds more fat than their dams. The names of the six dams together with their annual fat records were printed in one column on the letterhead and the names of each cow's daughter with her fat record and age was printed in an opposite column. In the upper left corner of the letterhead was a Holstein cow in outline, Mercedes Nona Gay, one of the foundation purebreds.

About the same copy was used in an advertisement in the year book, a small pamphlet, of all test associations in Otter Tail county. The year book had very limited circulation. The letterhead, of course, was used in ordinary busi-

ness correspondence but it had a strong appeal to prospective purchasers who inquired about Mattson cattle.

"I have found it is much easier to make sales, especially against competition, since we began using the records in the letterhead," said Fred Mattson. "Our young bulls are selling at an average of $50 a head more than they did a year ago. Two years ago I had to do some real selling to

One of our foundation cows.
MERCEDES NONA GAY
428 lbs. fat at 13 years.

Her son heads the herd of J. M. HOWELL, Chillan, Chile, South America.

THE MATTSON FARMS

BREEDERS OF QUALITY HOLSTEINS

NEW YORK MILLS, MINN.

OUR SENIOR SIRE SIR SKYLARK JOHANNA KORNDYKE. THE ENTIRE LIST OF HIS PUREBRED DAUGHTERS AND THEIR DAMS ON C. T. A.

DAM		DAUGHTER	
Bess	205 lbs. fat	Bess 2nd. 3 years	470 lbs. fat
Bess	210 lbs. fat	Bess 3rd. 2 years	390 lbs. fat
Nona	428 lbs. fat	Nona 4th.	482 lbs. fat
Ormsby	456 lbs. fat	Ormsby 4th. 3 years	454 lbs. fat
Jessica	425 lbs. fat	Jessica 3rd.	473 lbs. fat
Nona 2nd.	270 lbs. fat	Mercedes 2 years. In 321 days	330 lbs. fat
Dams Average	316.5	Daughters Average	433.1

Average Per Cent Increase daughter over dam 35.17

The letterhead is an advertisement and in this case an effective one. Within a year after Mattson Brothers began using the records of their herd in letterhead copy, the price of their young bulls increased $50 apiece over prices of the previous year. The same copy was used in an advertisement in the county test association year book.

get $85 for one bull calf. This last winter I sold a full brother to that bull for $175 and several buyers were disappointed because they didn't get him."

Measuring the Effectiveness of Advertising. — Regardless of the type of advertising, the breeder should take measures to enable him to know what medium brings the most profitable inquiries. He may do this by keying his advertising. In the case of radio he may request that inquiries be addressed to the station. In the case of farm papers, newspapers, circulars he can use a key letter or number in his advertising. For instance, he might use only his town address in one paper, his rural route might be

added to that in another, his route box to another, and in still another he might use his farm or herd name. Merchandising establishments use the abbreviation, "Dept.," followed by a number or a letter, a certain room number, desk number, or even a variation in street numbers, the initials of the paper or different names of firm members in checking their advertising. When a letter comes bearing the key of a certain publication, that publication is credited with the inquiry. Mail advertising may be keyed by enclosing an addressed envelope.

Without some check on the origin of his orders, the breeder will be at a loss in determining what mediums to use next time. It is some trouble to key advertising and compile information on the origin of inquiries, but it is the businesslike thing to do. Intelligent selection of advertising mediums cannot be exercised without it. A further record is desirable also. Many breeders trace the origin of their sales. In that way they discover that although one medium may bring more inquiries than another it may not bring so many sales.

Results Should be the Guide. — In the final analysis the method of advertising and the medium that a breeder uses will depend upon the results he gets. He advertises for results and that medium or method is best which brings the greatest number of inquiries for the least amount of money. But he cannot live on inquiries. He must make sales. If he can make enough sales by advertising in the breed paper, then that is the medium to use. If he can dispose of his surplus by advertising in any one of the state farm papers, national farm papers or local papers, he can afford to ignore the others. Theoretically one or two should be best, but in practice the one selected may be the poorest. Results alone should be his guide. In most cases a combination likely will be best. He may get better results from a farm paper and his local papers, from using all the farm papers in his state, from a state farm paper and the breed paper, from the breed paper and a national farm paper

or from a national paper and a local farm paper. Nobody can arrive at the probable results by reasoning.

Only one thing is certain. The breeder should not use them all in an effort to keep everybody happy and to curry favor. He is the only man to be satisfied and he will gain satisfaction only by getting results from his advertising money. To use too many mediums constitutes as great a folly as using too few.

CHAPTER TWELVE

ADVERTISING COPY

No class of advertisers receive so little for their money as livestock breeders. That is partly their own fault and partly the fault of the papers and their representatives who prepare most of the copy. The great fault is with the appeal and method of display. The average livestock advertisement is a jumble of type, usually the blackest that can be had, and exaggerations. Originally, black type might have been effective, but it has come to be like "The Boy Who Cried Wolf." Readers have been disappointed so many times that they refuse to believe there are any wolves. Light-faced type and a little white space are distinctive in the ordinary page of livestock advertisements.

Little thought has been given to display, attractiveness or what is said in the copy. The contest has been one of space alone. Many breeders have cared little about the appeal of the advertisement. They have bought enough space that the fieldman would be justified in returning to the sale with a pocket full of solicited bids. They have given little study to preparation of their copy. They have known little about advertising. They have been glad to pass the job along to the paper representative, who in most cases has known as little about the psychology, mechanics or the appeal of advertising as the breeder.

Overworked Superlatives. — He scribbles a few notes about the offering or the herd or in the absence of these meager facts lets his fancy run to generalities. The enthusiasm of the unscrupulous fieldman has been limited only by

the size of the contract or possibilities of future business. A big advertisement calls forth all the superlatives he can assemble in the space available. In the course of a week, during a period when purebreds are selling well, an imaginative fieldman, to judge by his field notes and advertising copy, will discover from half a dozen to a dozen bulls or boars that are the outstanding sires of the season. Each one, he will predict, gives promise of shaking the very foundations of the breeding business or something equally startling. At one farm a fieldman found, to use his own words: "The grand champion boar at the —— State Fair in 1921. This is certainly a wonderful boar, he is big and smooth as they make 'em and is growing all the time. He is being fitted for the shows this fall and I want to serve notice on the public now that he will be one of the contenders for the purple." Over at the next farm this fieldman found a group of junior sows which he predicted would "make them all sit up and take notice" at the fall shows. Another sow was destined to "make a great show in the aged class" that year. A boar would "make everybody 'set' up and take notice." At every place he found herd boar prospects, the biggest boar he had seen that season, future grand champions, a herd that would work great advancement of the breed.

Another fieldman found the boar that was "conceded to be one of the very greatest boars the breed has ever produced." This man discovered on the same trip another boar that "ranks with the very top boars of the breed," one that "is just about as good a boar as you ever see," and a recently established herd that "is one of the coming herds of the breed" which had few equals at that time. If the owner did not run out of advertising money, he probably became recognized as the leading breeder of the country within the next few months.

Sometimes the fieldman's enthusiasm takes a more genteel turn. His extravagancies are veiled in carefully chosen praise of the owner. Consider the two statements which

follow in light of the fact that the advertiser paid for the space in which they were printed:

"A real lot of cattle will go to this sale. Few lots sold this season are more valuable and none more desirable in condition, type or quality. In this lot are a few of as valuable females as one will find in the breed, and all through it is a most desirable lot of breeding material. Mr. Goodwine bought as good cattle as he could find, and he gave them the proper care afterward, so he is enabled to send to this sale a class of Shorthorns that are in every way worthy types of the breed. Those who will buy Shorthorns should not overlook this event. Those who realize that now is the time to buy breeding material will attend this event and be in a position to bid on specimens whose breeding and quality commend them for the best of herds."

"When this herd is scattered, there will remain in the memories of men the fine ideals and the lofty aspirations of the firm of Hague and Girton in the assembling of such a collection. No foundation for a herd of Shorthorns was more carefully laid than the herd on Revelanta Farms. The firm of Hague and Girton wanted only top cattle for foundation material, and in line with this determination it bought the best cattle that the best breeders had to offer, and its check book did not flinch at the prices paid. When this herd was under course of construction it was in the days when it took a lot of money to buy the most desirable cattle, but the firm bought the kind it wanted and paid spot cash for them."

Few breeders would be immodest enough to praise themselves or their herds in the way that the fieldman does, yet they permit such things to be said even in the advertisements to which they affix their signatures or their farm names.

Truth in Advertising. — One of the fundamental principles of advertising is truth. Truth is of course relative, but it can be told to the satisfaction of reasonable men. Every man who tries to merchandise products sooner or

later learns that the product must live up to the expectation aroused by the advertisements. Probably one of the reasons that purebred livestock advertising has not paid better is because the product has not lived up to the advertising. Nothing could.

Robert J. Evans explained some of the fallacies of livestock advertising copy pointedly in the *Duroc Bulletin* for May, 1922:

"What the breed needs more than any other one thing is a reversion to a few truthful statements by its so-called 'friends.' Ad writers and fieldmen need a new introduction to 'Miss Truth.' 'The greatest prospect of the year' — 'a beaner' — 'the biggest of the breed' — 'the most rugged boar we have ever seen' — 'A leader of big boars' — 'Largest two-year-old boar we have ever seen' — 'these are all top sows' — 'best boar pig shown' — 'Will make 1,100 pound boar' — 'A sure winner in the big shows' — and a hundred and one other frazzled expressions are simply 'Bunk' and a world of good white space is forever wasted in these papers for lack of better acquaintance with the truth.

"And yet this sort of stuff has been getting by and a lot of the unwary have been fooled — and there's the crime of it all. A certain man all last year and the year previous carried ads in various breed and farm papers advertising Scissors and Walt's Top Col. boars and gilts — 'these boars will make 1,000-pound boars' — 'growthy gilts of the big type,' etc., etc., and we have been answering complaints averaging two a week since last August about how this firm and this man 'horned' them. Boars and gilts with the above description were offered at $100 and less. A casual glance at sale reports which this paper carried showed that good individuals of the breeding mentioned were bringing prices far above $100 and one can hardly feel sorry for these people who swallowed the bait and sent cold cash without investigating. But the finis has been written on this man's work and he is in jail at Knoxville,

Tenn., held without bail to the Federal Grand Jury for defrauding through the mails.

"Others who in their home towns bear an honorable reputation, do not hesitate to pull stunts almost as criminal, and under the guise of advertising license make statements that are perfect strangers to the truth. 'Truth is mighty and will prevail' was not written because it makes a musical sound when spoken or because it carries an impression when heard or read but because it is absolute and founded on fact and we need more absolute facts in our business dealings.

"We advertise registered hogs and then the buyer waits from six to nine months and gets an application for registry and not then until he writes a half dozen times.

"We guarantee our bred sows and then it takes a veterinarian's pliers to get any kind of an adjustment.

"We must stick to the truth in describing our hogs for mail orders. Must not evade it or overstep it in our sale catalogue or in our sale advertising. There is so much of truth that can be said about real, sure enough Duroc boars and sows and their ability to make a buyer money if proper feed and care are used that it's all the more a crime when we make outlandish, ill-chosen, untruthful statements about them. If you haven't that kind of Durocs to sell, call off your sale and get the foundation from which you can propagate that sort.

"A counterfeit dollar soon runs amuck and counterfeit Durocs give a stronger kickback than any counterfeit dollar ever did. Unless your purebreds can improve your neighbor's herd you will fail in offering them to him at any price."

But Mr. Evans hardly meant that livestock advertising is untruthful. Although he cited a case of fraudulent advertising and stressed the desirability of truth in advertising, what he probably meant was that writers should eliminate the meaningless exaggerations from their advertisements and field notes. His criticism is applicable to practically all livestock advertising, which is not so untruth-

ful as it is ineffective. If it were skillfully misleading like patent medicine or fake securities advertising, it would at least get results. But it rarely contains an appeal to the

Rosemere Aberdeen Angus — **Prizemere 9th and the Rosemere Show Herds**

Prizemere 9th was either the sire or grandsire of all but two of the animals comprising one of our 1928 show herds which made the following sensational winnings in Canada:

FIRST PRIZE GET OF SIRE BY PRIZEMERE 32ND. Best Breeding Son of the Great Prizemere 9th.

8 Grand Championships
8 Senior Championships
2 Junior Championships
7 Reserve Championships
2 Best Angus in Show
1 Best animal in Show
49 Firsts, including 19 Groups.

The get of Prizemere 9th have the following awards to their credit at the recent Chicago International Shows:

6 First Prizes
7 Second Prizes
2 Junior Championships
2 Senior Championships
1 Grand Championship
2 Reserve Grand Champions
1 First Prize Pair of Calves
2 First Prize Pair of Females
1 First Prize Get of Sire
2 Second Prize Get of Sire
1 First on Two Bulls

Our 1928 show herds may be seen during the next few weeks at the big shows of California, Oregon, and Washington — and later on at Omaha, Kansas City, and Chicago.

CONGDON & BATTLES Yakima, Washington

A simple statement of facts, absence of exaggerations and meaningless superlatives, the list of winnings and the invitation to examine the show herd make this a good advertisement of a beef herd.

stranger that would make him desire and buy purebreds. Usually it is a mere announcement and serves only to notify the man who has already formed a determination to buy where his needs can be supplied.

Why Livestock Advertising Fails. — The failure of livestock advertising goes back to the breeder's inexperience. In the early days he followed the lead of commercial advertisers. The demand for his products existed and he needed only to let the trade know where they could be had. As advertising advanced the merchant changed and improved his methods. Livestock advertising remained essentially the same because the thought, attention, resources and talent which the commercial advertiser was able to command were not available to the breeder. When the breeder advertised he modeled his copy after that of another. The commercial advertiser explored new methods. Competition forced him to do so. Competition likewise affected the breeder, but in a different way. The contest for attention among livestock advertisers became one of space buying regardless of the direct results obtained therefrom.

An advertisement must command attention if it pays for the space it occupies. In what respects do livestock advertisements fail to appeal? In the first place they do not create a desire to buy, they are not attractively displayed, they contain too few convincing facts, they exaggerate, they are uninteresting and hard to read.

"Wooden" or "Label" Heads. — The headline is the advertisement's show window. What is there in the following heads that would move a man to read further? They are selected from a few representative papers:

"Greatest Sensation"
"Leading Sensation"
"Miller Bros. 101 Ranch Great Herd"
"The Commander"
"Great I Am"
"Proud Pathfinder"
"Orion King Perfect-Premier Sire"
"Alma Duroc Farm"
"The Blue Ribbon Herd"
"Rainbow Sensation"
"Typefinder"
"Joe Walt"
"Walt's Top Colonel"
"Major Durocs"
"Boars — Sows"
"Terrell of Ohio"
"Senator"
"A Sire of Top Notchers"
"Herd Boar Prospects"
"Tanalac"
"Radio"
"Herefords"

"At Private Sale"
"Sensation Fall Boars"
"Red Polled Cattle"
"Aberdeen Angus"
"Shropshires"
"Vigor"
"Workman and Others Auction Sale"
"Jacks"
"John S. Reed"
"Never in Percheron History"
"Shorthorn Bulls"
"Brown Swiss"
"Bull Calves"
"Bales Spots"
"Closing Out Sale"
"S. C. White Leghorns"
"General Pershing 2d 73419"
"White Hill Poultry Farm"

The list could be multiplied indefinitely, but these illustrate the point. An examination of any farm journal will supply additional ones. The reader must search to find the interesting feature, the thing which will make him desire to buy. This the reader will not do. The advertisement must compete with everything else in the paper for his attention. His selection of a given breeder or herd from which to buy must be made as easy as possible.

The Difference in Advertisements. — Here is a typical advertisement of a poultry breeder:

S. C. White Leghorns

Production Leghorns

Grown Where Leghorns Grow Big and Strong

HATCHING EGGS $70 per 1000

Every breeder in our pens has been tested for Bacillary White Diarrhœa.

GREEN HEDGE FARMS
R. R. 5, Spencer, Ind.

This advertisement occupied one column four inches deep. The first line and the farm name were in the largest type used. The most important statement made was that concerning disease control and the experienced buyer would

be inclined to discount it until he had investigated. There is not one appeal to the buyer, not a selling argument, nothing to attract attention. The space is essentially wasted. The only thing that would save an advertisement of that kind from oblivion would be a multitude of others which were no better. The publication in question was full of the same kind, so that if the demand for White Leghorns happened to be good this breeder stood about as good a chance as anybody of obtaining some of the business.

In marked contrast is the advertisement of another breeder who used the same amount of space and advertised his stock for approximately the same price:

S. C. White Leghorns

In February, 1920, my 700 S. C. White Leghorns Laid 11,600 eggs which yielded me

68 CENTS PROFIT PER HEN

My gross receipts were $597.90; my feed bill $122.50 or a profit of $475.40 above feeding costs. My five pullets won 1st prize hen and 1st prize pen at the American Egg Laying Contest at Leavenworth in 1918.

Eggs from prize pen mated to a fine male from an egg strain dating back fifteen years, are $7.50 for 18 eggs.

Hatching eggs, selected, $10 per hundred; ten extra with every hundred.

Orders filled in rotation; 25 per cent with order, balance within three days of shipping.

Order now direct from this ad.

H. M. BLAINE, SYLVIA, KAN.

The biggest type used in this advertisement was the statement about the net profit per hen for the month mentioned in the preceding two lines. That line challenged attention. It caught the reader's eye. He desired to know more about a flock which would return 68 cents profit per hen in a month. Did this advertisement pull? From it and another, a six-inch, two-column advertisement of similar nature, Mr. Blaine received 150 inquiries and sold 69 orders which totaled $2,285.60.

An advertising specialist could probably find a number of flaws in the advertising of Henry Field, Shenandoah, Iowa, who breeds Spotted Polands as a side line to his seed business. Yet Mr. Field makes advertising pay. In announcing a bred sow sale did he label it " Bred Sow Sale " or " Spotted Polands at Auction "? His head was: " Spotted Polands to the Front," but he did not depend upon the head alone to attract attention. He used an illustration of a small negro boy riding a Spotted Poland. Few breeders or farmers who turned to that page failed to read that advertisement. It was the one outstanding advertisement on a page of livestock advertising.

" Come to our bred sow sales February 18 to March 17," he invited, " if you are interested in the old-fashioned, long bodied Spotted Polands, the kind with big bone, big spots and big litters. Vaccinated and recorded. We can give you either National or Standard breeding. All sows in the first sale are for March farrow, the second sale for April farrow. You can buy fall gilts, spring gilts or bred sows at your own price. Come and see the fun."

That is an intimate, confidence-inspiring advertisement. It evidently paid, for he continued to use the same kind of copy. Contrast this advertisement with the one which uses a formal picture of a Spotted Poland sow under a heading in big black type:

70 Big Spotted Poland Sows

At Auction 4 Miles West of
ORLEANS, NEBRASKA

March 18

65 big sows and gilts bred to the great boars, GEM'S CARMINE, ENGLISH ROYAL, PRINCE and HIGH-STYLE 1st, four of as well bred boars as the breed has produced. The offering carries the blood of ARCHBACK, GIANT

TITANAC, ARISTOCRAT, LADY CARMINE, etc. Buyers and visitors welcome. 5 choice boars ready for service. Write for catalog and either attend or send bids to Mr. Johnson in my care.

This advertisement has one feature which is commendable. It mentions the breeding of the hogs, but the appeal would have been stronger if some reason had been given, such as show ring records, why that breeding is desirable. To one who is versed in Spotted Poland pedigrees that might not be necessary, but many prospective bidders might not be familiar with the record.

D. J. Kays, Ohio State University, in the *Percheron Review* for 1924, calls attention to the necessity for interest creating details:

"A few years ago, as Secretary of the Ohio Percheron Breeders' Association, I was assigned the task of handling a Sales Service for our members. The membership fee was three dollars. In return for this fee it was agreed that the Secretary, from time to time, compile an itemized list of all inquiries for Percherons and mail these lists to all the members of this Association on the same day. It was then up to each member to get into touch with the men who wanted Percherons and interest them, if possible, in the things they had for sale.

"One day a breeder from Northwestern Ohio wrote me a letter and included a check for $3 to cover his membership fee. Here is an excerpt from that letter:

"'I have some Percherons for sale. Enclosed is a check for $3, paying my dues in your organization. I am willing to try you once, but if you fail to get results, why NEVER again for me.'

"On the reverse side of the same sheet of paper that brought the above message to me, this man who had Percherons to sell listed his offering. He had two stallions for sale. Here is what he had to say concerning them:

"'Yearling stallion, black with a star.

"'Two year old stallion, black with a star.'

"Just think of it. If you lived in an adjoining State, in an Ohio River county in Southern Ohio, or even in an adjoining county, would you pay carfare or spend money for gasoline on a trip to Northwestern Ohio to see a stallion that is 'black with a star'? Prospective purchasers with money to buy want detailed information concerning the pedigree and individuality of horses that are for sale. The man in Northwestern Ohio may have had two well-bred stallions. Both of them may have been high class individuals but, when the owner listed them for sale, his only statement was, 'they are black with a star.' Such comment concerning stallions will never flood the mail with inquiries nor fill barnyards with purchasers whose pockets bulge with money to spend."

A breeder from Mr. Kays' own state was getting mighty close to good advertising when he placed the following copy in the breed paper:

Percheron Bargains

By MILO CHAFFIN, Galena, Ohio

I have to do most of my own farm work owing to the scarcity of help so I haven't the chance to travel around to find prospective buyers. The man who comes to my place though to buy a stallion, a mare or a pair of them, will not be disappointed. I have the horses and my prices are in line with what we farmers can afford to pay for good breeding stock.

I sold a pair of mares the other day to a man who said that he had traveled all over two counties and hadn't found what he wanted until he saw mine. He didn't hesitate five minutes on the price. I sold another pair of black mares to a party about three weeks ago and he kept them a week and sold them for $200 profit and then came back and bought a pair of gray fillies I had.

I also have two gray three year old stallions and four black ones that are over three years old, that I want to sell within the next thirty days. They are the big-bone, short-backed, deep-ribbed kind that sire these top-priced geldings.

If you want to buy a good stallion, a good brood mare or a pair of them, talk to me and save money.

---

19 Miles Northeast of Columbus on Penn. Railroad at Galena, Ohio

Telephone Centervillage Exchange, Delaware Co.

That is a neighborly type of advertisement. He tells why he is not traveling over the country seeking buyers. He tells that he sold some mares and that the buyer turned them at a profit. That supports his head, that his Percherons are bargains. He describes some of his offerings. A sentence about the breeding would have made the advertisement better.

Right by the side of this advertisement was another which emphasized the breeding alone. There was very little about the weight, color or other description of the animals. This advertisement would appeal to the man who desired show stock, but it likely would not bring so many inquiries as the other. Both were attractively illustrated with pictures.

Where to Buy Good Percherons

I am offering for sale some high class Percheron mares in foal to Rectorat 163795 (135318), grand champion at Chicago International in 1920 and 1922. They are all blacks or greys, big stylish brood mares.

My herd sire is Sajou 163753 (136779), an International winner at Chicago in 1920. I also own the great show mares Dunham's Pavane sired by Lycee, a grand champion stallion that headed Dunham's Oaklawn Stud for a number of years, together with Laverne and Lenore, two of the greatest mares that ever left France. I also have for sale several young mares sired by Milord, grand champion stallion at the 1920 Illinois State Fair.

I am pricing these good mares and fillies at figures that will surprise you. I have more horses than I need.

My farm is located 30 miles west of Washington, D. C., on the B. & O. R. R.

WILLSON C. POOLE

Owner of Pleasant Valley Stock Farm
Sellman, Maryland

In advertising two fillies and two stallions for sale, Highland Farms, Greensburg, Pa., did not draw upon imagination in describing them, their breeding and their show qualities. The advertisement is full of simple facts that should interest any man who is considering the purchase of Percherons. Beneath the picture of Jerome, the herd sire, was the following

Jerome 160754

Champion American Bred Stallion Chicago International — 1922
Reserve Grand Champion Stallion, Chicago International — 1921–1922
Half Brother to Grand Champion Stallion, International — 1923
Son of Grand Champion Stallion, International — 1921

We are offering for sale a pair of coming three year old black fillies nicely matched and showing heavy in foal, to our herd sire JEROME whose picture is shown above. One of the fillies was first at all of the State Fairs where we exhibited in 1922. She is a granddaughter of the famous old sire CALYPSO. Her sire is a half brother to the mare Iolanthe, twice grand champion at Chicago. The other was first at a number of County Fairs in 1921. They are a fine pair of fillies.

The three year old stallion is black. He is a great grandson of the noted CALYPSO. He was third at the Ohio and Michigan State Fairs and first at New York State Fair and also at Batavia, N. Y., in 1922. The two year old stallion is also a great grandson of CALYPSO. He has never been shown, but is the making of a good horse.

These two fillies should produce choice colts from the service of JEROME. He is by Laet, the most talked of Percheron sire in the United States today. Laet is the first grand champion stallion at Chicago to sire a grand champion stallion at Chicago. The fact that JEROME was reserve grand champion at Chicago on two successive occasions speaks well for the Laet blood. In 1922, Jerome and the few mares we showed won 15 firsts, 7 seconds, 4 thirds and 13 championships.

We are pricing these extra good fillies and the two young stallions so that buyers will not stand back on the price asked.

Compare the foregoing simple exposition of selling points with the following sample from a full-page breed paper advertisement of "America's Original Herd of Big-Type Durocs" and of "Pathfinder Paramount," in letters an inch high.

Naturally we are proud to own a herd of Durocs where every animal is backed by gigantic ancestors.

Naturally we are proud to have owned the King of the big type Durocs.

Naturally we are proud to have the public talking about

PATHFINDER PARAMOUNT as being the image of his sire the Mighty Pathfinder.

Naturally we are proud to have built our herd up to its present position in the Duroc world and we take great pride in our achievement. We have put our best efforts into its development, and have been crowned with SUCCESS.

Another breeder was not less immodest, but he required only half a page in which to tell it, probably because he did not use a picture.

SUPREME COL.

TO SEE HIM IS TO LIKE HIM

The boar that is siring them far in advance of anything the breed has yet produced.

The boar that has been pronounced by all the BOYS that have seen him and his get to be the most phenomenal sire of the breed.

If you want to succeed — if you want to be in the king row, own some of the get of *Supreme Col.*

Now, it is inconceivable that the breeder himself believed what he said in the advertisement. How, then, could the reader be expected to believe it? According to these statements this boar was indeed a wonder. But no one, not even the judges at the best shows in the country are capable of designating one boar, bull, stallion or other animal the "most phenomenal sire of the breed" nor would they risk their reputations on a statement that any boar's get were far in advance of anything the breed has produced.

Such statements bring ridicule to livestock advertising. They might have been effective the first few times they were used, although that is doubtful, but now the reader is immune to them. No breeder should make statements, even though they are as harmless as these, which he cannot substantiate.

Theoretically the direct appeal, the simple statement of facts and not too many of them, is best. So-called clever

advertising may be highly amusing to the writer and it may even please the reader, but if it is not silly it at least distracts the attention from the selling point that is made. Without the "cleverness," the following would have been judged good advertising. It may have produced results, but not because of the appeal to the "jury." Any inquiries it brought were induced by the statement about production.

LADIES AND GENTLEMEN OF THE JURY

Being duly subpœnaed by the constable of this wonderful City, I, C. L. Manwaring, Mayor of White City, take the stand and on my oath and honor swear that the testimony I shall offer in this case will be the truth and nothing but the truth.

Are the Chickens of this city a bunch of Flappers? I should say not! They can't be, folks. They are so busy rolling white egg money into the treasury of the city that they don't have time to "FLAP." In a record just completed, an average of 818 birds in one flock produced 160,896 eggs in 365 days, giving a large flock average of 197 eggs per bird. Think of it, folks, almost 200 eggs per bird in a large flock unit! This is just one of the many points of evidence I might mention to show that the fair inhabitants of this city are *real workers*. Of course, it is true that in every group of fair and lovely females there are a few who are inclined to be easy going and a trifle lazy. This type, however, is very scarce indeed at the WHITE CITY. *With the world's largest trapnesting unit* the constable and his deputies find it an easy matter to weed out the loafers and cast them from the city limits.

Strict eugenic ordinances are in force. No mating licenses are issued to these record layers until they have passed the BLOOD TEST for Bacillary White Diarrhœa.

Now, dear readers, I have given you my evidence; you are the judge and the jury. The decision is up to you.

Baby Chicks, $20.00 per hundred.

Cockerels, $6, $8, $10.

Breeding stock and laying pullets from the wonderful strain are sold each fall at reasonable prices.

I welcome your business and assure you the WHITE CITY will give you WHITE treatment.

C. L. Manwaring, Mayor of White City Egg Farm,
Mentone, Ind.

The story could have been told in a fourth to a half of the page which he used. And what possibilities for a head he overlooked! Would "Eight Hundred Birds Average 197 Eggs Apiece" not have been better than "Ladies and Gentlemen of the Jury"?

Letting the Fieldman Tell It. — To what absurdities the writing of copy by fieldmen will lead is illustrated by a style of advertisement that became common in the *Breeder's Gazette* before it changed ownership. A page advertisement announcing the Carpenter & Ross dispersion sale contained a statement by the paper's representative which occupied seven and one fourth inches of the eleven inches of type. And the other three and three fourths inches contained only the head line, the date and the name and address. It matters not what the representative said or how truthful his statements were. What he said he was paid, through purchase of space, to say and that fact rendered ineffective any opinion, honest or otherwise, that he gave of the offering. Furthermore, why should the breeder pay for space in which the paper representative advertises himself?

In another advertisement of Bellows Brothers' Shorthorns three eighths of the space was devoted to the fieldman's statement. The rest of the advertisement was devoted to the head, sale date, address and white space. More than a fourth of a quarter page advertisement by John Crist, Skidmore, Missouri, was taken by the fieldman. About the same proportion of an advertisement of the Crist sale in the *Drover's Telegram* was taken in stating the "opinion" of that paper's representative.

The *Breeder's Gazette* of November 8, 1923, contained a half-page advertisement of "standardized" Shorthorns produced by Bellows Brothers. Then the fieldman took 80 per cent of the type space in a dissertation on standardization as it is practiced on the Bellows farm. Another fieldman was somewhat more liberal with Wm. Andrews & Sons in his half-page Hereford advertisement in the same issue because he required only 50 per cent of the space.

A three-quarter-page advertisement by Joseph Miller & Sons, Granger, Missouri, *Breeder's Gazette* for June 1, 1922, contained two pictures, one of the "Grand Champion Queen Bess 3d" at the top and one of the "Aged Herd — Miller Bred." These were excellent pictures and gave an idea of the quality of the herd. The typographical appearance might have been better, but otherwise the advertisement contained many commendable features. For instance, the name and address and the number of cattle offered appeared only once. The sires were mentioned and the families or tribes represented in the offering were given.

In this instance the fieldman's comment was perhaps worthwhile, and save for the first paragraph and some repetition it was a sensible addition to the information already given. It is reproduced herewith because it is one of the few such which does contain merit, but one wonders what the excuse for including the fieldman's name was, even though he wrote the whole advertisement. Why could this information not have been given merely as further description of the offering by the advertiser?

> Any individual mention of animals in a Miller offering seems superfluous; however, there are certain facts which are pertinent — that it contains bulls the equal of any they have yet sold; females that will make great foundations; all from pedigrees which are respected as a record of illustrious ancestry.
>
> THE BULLS — Oakdale Nominee, white, senior yearling, by Villager's King, whose dam is Roan Nonpareil, the dam of more show cattle than any other matron in the herd. In type, condition and breeding he will command the attention of men in search of an unusual herd bull. OAKDALE PRIDE, roan, junior yearling, by Pride of Albion, dam a Marr "Beauty" by Choice Goods. Very much on the Choice Goods pattern, particularly in the development of his rear quarter. OAKDALE SELECTION, roan, twelve months, by Villager's King, dam a Cumberland-bred "Secret." A calf that will transmit scale and vigor. OAKDALE JUSTICE, a roan yearling by same sire, dam by Choice Cumberland; has substance, smoothness, quality, and every appearance of a

herd bull. There is a white calf, just a year, by Villager's King and out of a "Queen Bess" cow that is deep-fleshed, carries a strong bull head, the making of a herd sire. And others.

AMONG THE FEMALES are some wonderfully attractive "Rosewoods"; a "Gipsy Maid" heifer that is regarded the equal of any of her tribe ever sold at auction; a splendid "Lady Dorothy" by Villager's Sultan; an attractive junior yearling by Imp. Albert Conqueror; a "Duchess of Gloster" by Villager's King, dam by Maxwalton Masher, that will please; a "Princess Royal" by Choice Cumberland, a beautiful type of cow; a roan "Augusta" by Villager's King, that is among the best; a red daughter of Choice Cumberland, from a descendant of Princess Alice with c.c. by Villager's King; and others too numerous to mention. They must be seen to be appreciated.

For good values in the right kind of cattle, get the catalog and attend the sale.

A page advertisement in the same issue by C. H. Prescott & Sons, Tawas City, Michigan, contains much the same information but the fieldman's statement is a sheer waste of space. It will hardly bear comparison with the foregoing:

The Prescotts may well be proud of their record as producers of top Shorthorns. They have produced winners in the biggest shows, and have more and better show stock at Richland now than ever before. They demonstrated the value of Lorn as a sire in the shows of this country. They proved that Newton Champion could get the kind of stock that would entitle him to rank among the most successful sires of the breed, and they have many in that herd now by Sterling Supreme that are the strongest and most pleasing show prospects they have ever produced. Among these are a number that will give the best of the season's productions in the leading shows a fight to the finish. Sterling Supreme is dead, but he left a heritage of real Shorthorns in the Richland herd, and only by a study of them may one realize fully what a loss to the Richland herd and to the breed this bull is. The writer does not hesitate to state that the Prescotts will be out with a class of show cattle that is certain to be referred to as one of the strongest contributions to the season's shows, demonstrating clearly and unquestionably that they not only have the best of breeding bulls and producing matrons of rare worth, but they are doing real constructive work as

Shorthorn breeders, and in this respect are among the foremost of the kind. These are not idle words, indulged in a flight of fancy, but are made only after a close and careful study of their worth covering a period of years. Results are what count and, measured by this rigid test, the Prescotts qualify for such a position. These few remarks are made merely as an introduction to this sale for it is all-important to the discriminating buyer to know the kind of blood he makes use of and what the men who have directed the use of that blood have accomplished. In this sale are a richly bred lot of cattle. There are heifers, yearlings, and two-year-olds of show form. There are matrons with specially pleasing calves at foot, and bulls whose merit makes them appeal strongly to anyone in need of a herd-header, as well as others suitable for grading-up purposes. All combining to make an offering which, because of this merit, ranks among the very best of the season. This sale is held at the farm that admirers of the breed may have the opportunity to visit the Richland farm, see the herd, the herd sires, and the show stocks. All will be on exhibition sale day, and it will be a study in Shorthorns that will justify time and many a mile of travel.

After he was half through writing this effusion, the fieldman became conscious of the extravagant generalities he had uttered and set himself right with the reader by admitting that his words were not "idle, indulged in a flight of fancy." That clinches the argument! Who can successfully refute such proof?

In the issue of May 25, 1922, Carpenter & Ross, Mansfield, Ohio, took a page to advertise their sale of Aberdeen Angus. Note the sensible story of values set forth in the body of the advertisement. The first two statements were printed beneath two of the three pictures which appeared on the page:

IMP. PRINCE IDARE OF MAISEMORE

A "Pride" show bull all through as well as having the make-up of a sire. A good head, crest, top, front, well-ribbed, and smooth all over. He will make a good showing this year. He was a winner wherever shown last year, and he is a full-brother to Prince Idyll of Maisemore that won 17 firsts and 15 grand championships in 1920, and 19 firsts and 16 grand

championships in 1921. Any breeder or showman will do well to study this bull.

PROUD ECHO OF MAXWALTON

By Evenest of Ballindalloch, the sire of Evenest of Bleaton, a champion. Dam Pride 5th of Stagenhoe by Mulben Elector; grandam Pride 3d of Ruthven by Earl Echo of the Ballindalloch; 3d dam Pride 14th of Tullynally by General of Aberceldie — an extra well-bred "Pride" pedigree. He is, of course, a half-brother to the Eckerdt bull and his dam was champion over all breeds at Norwich and Birmingham, beating the Smithfield champion at both shows. She was also the champion Angus at Smithfield. This is one of the best young bulls offered in a long time. He is a good type, is short of leg, deep and soggy. His top, rib, finish at tail and fullness of quarters appeal. His smoothness and levelness of flesh are most pleasing. Anyone wanting a strictly high class show and breeding bull should be sure to see this one.

It is difficult to recall an event in Aberdeen-Angus auction affairs that is comparable to this one when one considers the merit, quality, breeding, and producing worth of this lot of cattle. It should be remembered that this herd, for the most part, was drawn from the leading herds of Great Britain, and many of these and their produce go in this sale. One gets the blood of the great sires of Britain, as well as of this country, and a class of Angus that will in every way qualify as among the best of the breed.

SHOW FEMALES

The females are headed by Erica C. 5th, the cow that has done a great deal of winning for the last two years; Pride of Meadow Lawn, that stood second at the last International and has been well up at the top at all the shows for two years; and Olga 2d of White River, that stood second at the International last year and first the year before. She is going to make a splendid cow for this year.

The two-year-olds will be Erica of Glyn Mawr, Blackbird 367th and Erica of Ardson — all winners in last year's shows.

The listing of the show herd is the opportunity for showmen to secure types that have won in the leading shows of North America and should do as well this season.

ABERDEEN-ANGUS ADMIRERS EVERYWHERE SHOULD BE INTERESTED IN THIS GREAT EVENT. IT IS THE OPPORTUNITY SALE OF THE YEAR.

What more do the fieldman's generalities add to this advertisement? And they occupied more than one tenth of the available space for reading matter:

> It is a question whether a more important Aberdeen-Angus event than is this one has been put up to admirers of the Aberdeen-Angus breed in a decade. When one considers the merit of the cattle and the fact that they have been drawn, for the most part, from the leading herds of Great Britain, carrying in their veins the blood of the greatest bulls known to the breed in that country, some idea may be had as to their real value to the breeders of America. These cattle are right in type, are producers of good things and for the most part are young and have their lives of usefulness ahead of them. They should go on and on and contribute much to the breed in the years to come that will mean not a little for its greater improvement. There is not a plain thing in the entire list, and the entire collection might be summed up as a typey, reliable, wellbred lot of valuable breeding material, such as is not often seen in a sale of the breed at any time. The show herd that made such a record in the shows of this country and Canada goes in and with it a few of the celebrities of the breed. The few bulls include at least two of the best bulls of the breed in the three-year-old Prince Idare of Maisemore and the yearling Proud Echo of Maxwalton, a superior specimen, a product of a prize-winning ancestry on both sides. This young bull, in the opinion of the writer, is one of the best all-around types of the breed seen in recent years, and his selling presents an opportunity to secure a show and breeding bull of remarkable merit and great show-yard promise. There should be a liberal turn-out to this, the big 1922 "bonnie" blacks event. It is the opportunity to secure the best of the breed at values that mean much for the buyer.

The practice of selling the fieldman's statement along with the advertisement spread to a number of publications. *Country Life* for November, 1923, contained a page advertisement of The Forges Farm, Plymouth, Massachusetts, in which a fifth of the space was devoted to what the *Country Life* fieldman had to say about the offering. The custom persists even to the present date in some papers. The March 25, 1929, issue of the *Shorthorn World* contained an inside cover page advertisement of a sale to be held by

Ernest H. Gay, Rockport, Illinois. More than a half of the space was taken by a statement of a representative of the *World*. Another fieldman for the same paper took a half of the page which Thomas Andrews, Cambridge, Nebraska, bought in the March 10, 1929, issue to tell what he thought of the Andrews herd and offering.

Now the fieldman may be an excellent judge of livestock. He frequently isn't, but granted that he is an authority, what value will be attached to his opinion, used in this way, by readers of the advertisement? The idea and the practice is wrong, at variance with all theories of good advertising. It advertises the fieldman more than it does the man who paid for the space.

It is conceivable that the breeder commissioned the fieldman to write the advertisements. It likewise is probable that in all such cases the fieldman's statement is used with the breeder's full knowledge. It certainly should be, at any rate. If the breeder values the fieldman's opinion, if he considers that the fieldman can express the good qualities of his offering better than he can himself, there would be no objection to having the fieldman write the copy, but his name should not appear. The breeder who is too modest to say what should be said about his herd, certainly saves himself no embarrassment by having somebody else say it in his own advertisement.

The purchased opinion may have value, as cigarette advertisers seem to believe, but it certainly must be discounted by the prospective buyer. The obvious way to avoid the fieldman's statement is to eliminate it. If the breeder cannot write the copy that should go into his advertisement, he had best learn to do so. A frank, honest statement will carry weight. It will be received favorably. It will get results. Some of the best pulling advertisements are written by men who in the beginning knew nothing of the principles of good advertising.

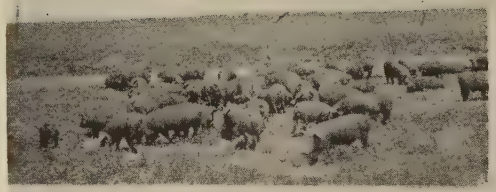
Attracting the Reader's Attention. — The first requirement of an advertisement is ability to attract attention.

This can be done without the blackest type available. Pictures are very effective if they are clear and give some idea of the quality and conformation of the animals or their herd mates. Pictures of the farm buildings have attention value only, unless they may be considered to give the reader an impression of permanency. One of the best advertising pictures that has come to my notice was one used by the Eastman Kodak Co., in the *Breeder's Gazette*, June 1, 1922. The picture was used to advertise Kodaks, but it was also used at a different time to advertise the herd of L. B. Jones, vice-president of the Eastman Company.

The picture showed a Holstein cow with 27 milk cans as a background. Beneath was a simple statement: "She filled them all in 30 days." Thus far I have observed no effort on the part of a breeder to use this idea, although of course Mr. Jones did. How much more effective that head and the picture would be than "Clover Heights Farm" or, in the words of a fieldman, "The Queen of Champions, Wonder Cow of the Age." The picture tells the whole story. It renders superfluous a statement of the fieldman that, "she is right in type, a producer of good things, bred in the purple, to own her is the opportunity of a lifetime," and so on indefinitely.

This shows what pictures can tell. Perhaps all advertisers cannot tell their story so fully in that way. It is easiest with dairy cattle and chickens, but it is possible to some extent with other classes of stock. Henry Field at one time used a sow and an unusually large litter to illustrate the productivity of his Spotted Polands.

A heading which commands attention will induce the reader to pause. Attention has already been called to some of the heads that are commonly used. There is nothing in the ordinary label heading that arouses curiosity or creates a demand. Which would be more likely to arrest a reader's eye: "Button's Barred Rocks" or "A Profit of $3 a Hen"? Even a White Leghorn breeder would read an advertisement with a head similar to the last because he would be inter-



At Weaning Time

We always keep our pigs in small bunches after they are weaned and until they are ready to ship, so that they all have an equal chance at

Ready for One Days Shipment

We ship our pigs in good, strong, but light, crates like those in the photograph above. Those are all double crates with a partition thru the

A printed booklet descriptive of the herd with space for pasting in camera prints is one of the devices used by Stants Brothers, Abilene, Kansas, in selling their Durocs.

ested in how it was done and by what breed. There is nothing in the first heading that would convince a mongrel-owning farmer that he ought to keep Barred Rocks, but the "$3" and the "profit" take his attention immediately. If the breed will do that he would like to have a flock.

Duroc Jerseys may be the "Profit Breed," but how much profit do they make? "Old-Fashioned Poland China Hogs" means nothing to anybody. What the reader desires to know is what opportunities are offered by selecting them, how big are the litters, why are they better than another breed, even in the estimation of the breeder?

Once the reader's attention is attracted his interest must be held. He may pause to read "Mt. Brilliant Farm" merely because it is the biggest type on the page, but "Berkshires" and "L. L. Haggin, Lexington, Ky.," will not cause him to reach for pen and checkbook. Compare the two advertisements which follow. They both appeared on the same page and occupied two inches each of one column:

Cedar Crest Farms

D. DERING, Owner

Lake Villa - - - Illinois

Berkshires for Sale

BRED SOWS for March and April farrowing.

Few **BRED GILTS**, bred January and February.

BOARS ready for service.

The foregoing advertisement was noticeable merely because it had a black-line border. Perhaps a Berkshire breeder would write for further information, but if he did not know the herd he likely would pass on to some other

advertisement which supplied more information. The other advertisement is a short sales talk:

Hedge Grove Poland-Chinas

Boars to Breed Pork

I won eleven ribbons at the recent International including second on G. L.'s Buster and same on his litter, first and grand champion grade barrow and third on purebred Poland-China barrow, March farrow, and fifth on pen barrows same age.

A few first-class, well-built, 200-lb. boars sired by G L.'s Buster, Bement and Big Bone Ben 2d to close out at $40. Satisfaction guaranteed and double-immuned. Also bred gilts and older sows at $60 to $100.

G. L. Burgess & Son, Bement, Ill.

Mr. Burgess used his own picture as a means of attracting attention. There may be some question of the value of this, but it is a practice followed by many commercial advertisers who have sold successfully by mail order for years, and that undoubtedly moved Mr. Burgess to follow their lead. The heading has little value although the second line is a bit different from the usual head.

The text of this advertisement is what distinguishes it. The list of winnings tells that the herd possesses show ring qualifications, and that it also produces prize winning pork. The winnings of G. L.'s Buster is a recommendation for his get. Here are boars by this sire which weigh 200 pounds and they can be had for $40 apiece. They are also immune from cholera. The age of the offering and some description might have been added, but this advertisement is full of interest. It tells why the hogs are good, shows that they are capable of winning in both the breeding and pork classes and quotes prices.

W. S. Corsa was asked why he ran the following advertisement: "Gregory Farm Berkshires, W. S. Corsa, White

Hall, Green Co., Illinois." He used one column, one inch of space in which to give his message. He replied:

"The advertisement of 'simplicity' was probably prompted by laziness and a total crop failure of ideas. Theoretically, I believe such advertisements are approved but I doubt very much in selling Berkshires they will 'bring home the bacon.' I imagine the old adage holds true — 'The more you tell, the quicker you sell.'"

Mr. Corsa is right in his estimate of simplicity in advertising, but his doubts, expressed some two years after the advertisement appeared, no doubt resulted from the failure of that advertisement to "pull." It likely brought more inquiries to him, because of his wide acquaintance and because of his standing, than a similar advertisement would have brought to an unknown breeder. Simplicity should be cultivated but not such rigid simplicity as his advertisement possessed.

"Institutional" Copy. — He did better in the same amount of space another time and the copy he used would be termed "institutional," "publicity" or "educational" advertising in commercial circles. He used a statement by an authority to show the desirability of building up the horse herd:

CARNOT PERCHERONS

I have received the following from Prof. D. L. Mackintosh, Kansas Agricultural College: "We have sold more horses at better prices the past year than for a long time."

NOW is the time to begin and the stallions and mares at Gregory Farm will interest you. Prices on application.

W. S. CORSA WHITE HALL, ILL.

The head is not particularly startling, but every horseman knows of Carnot and they associate the name with Corsa. It is a better head than "Gregory Farm."

Once in a while a breeder will have occasion to use advertising of this nature, especially if his herd is of some renown. If a number of breeders in different sections of the country

had undertaken a campaign of confidence after the post-war period of deflation occurred, no doubt the purebred business would have recovered much sooner than it did. By reducing their advertising campaigns and canceling their sales they helped to demoralize their own market. The smaller breeders who buy from the larger ones followed their example. They saw the big breeders contracting their operations, reducing and eliminating their advertising. If the men who were well versed in the business, who were more experienced and better able to judge conditions than they, were afraid of the future, then it was a good time to liquidate or at least reduce operations and discontinue buying. Experienced breeders realized the temporary nature of the depression. They had confidence in the future, but they did not say as much and they seemed as panic-stricken as the others.

They might have helped the situation materially by advertising their confidence in an early return of better times. They could not have urged successfully a continued buying program, but they could have called attention to former experiences of the kind and advised others to hold on, to remain in the business, to use this opportunity to eliminate undesirable, and to acquire desirable, animals. One farm paper editor suggested this idea to the livestock advertising force, but they apparently were as discouraged as the breeders. At any rate they did not undertake it. A few breeders could have been found who would have tried the plan. The effect would have been beneficial.

Typography of Advertisements. — Different sizes of type are used for display purposes, to command attention, to make reading easy. Therefore if so many styles and sizes of type are used as to confuse the reader, the advertiser defeats his purpose. In one page advertisement twenty sizes and styles of type were used. The page looked more like a crazy quilt than an advertisement. Two or three sizes only are necessary. The head or the most important statement should stand out. Another size of type may be

used for the body of the advertisement. It is conceivable that four or even five sizes or styles might be advisable, but by no stretch of the imagination can the necessity for twenty or even ten be desirable.

Nor is it necessary to repeat the number of head offered at auction. Anybody who can read will be able to add the number of males and females so as to get the total offering if he is interested. A favorite line is "60 — Head of Selected Cattle — 60." The name of the breeder or the breeding establishment and the address are frequently given at the beginning in big black type and then repeated in another size of type at the end. One appearance of the name is enough. To warn the reader to remember the date is a waste of space. If he is sufficiently interested in the offering he will remember or if his memory is bad a warning will not remedy the defect.

A criticism of livestock advertising made by one specialist was that breeders tried to crowd a page of type into a quarter page of space. Typographical neatness cannot be had where the reading matter is crowded. On the other hand, there is no use in paying for excess space. The breeder should say what he has to say and buy just enough space to say it without crowding.

In recent years some breeders have shown a disposition to use a monogram in their advertisements. Just what advantage this can have is not clear, but there can be no objection if too much prominence is not given to it. The idea may have originated with the idea of establishing a trade-mark. Commercial concerns advertise their trade-mark, with reason, because their products bear that mark. But the breeder cannot use his monogram in trade-marking his animals.

Another development is the coat of arms run in advertisements. This cheap foreign mimicry can have no useful purpose and deserves only contemptible consideration.

Unusual designs are sometimes used for attracting attention. Wickfield Farms, Cantril, Iowa, has used a cross in

form of a railroad crossing marker, one wing of which was labeled "Lookout" and the other "Wickware." B. P. Evans, Wenonah Farms, Shelbyville, Tennessee, at one time used the same idea in advertising "Lookout Cherokee" in which the third "o" in the first name formed the "o" in the second. This was labeled the "Best Cross of the Breed." This device has attention value by reason of the familiarity of the crossed arms, but in this last instance any attention value was lost by failure to capitalize it by saying anything further than inviting inquiries.

An Indiana poultry breeder uses a map of the state the southern and southwestern part of which forms the tail of a hen. A neck and head are added in the vicinity of Michigan City and the northwest corner of the map, while legs protrude over into Ohio. Such devices are hardly worthy of consideration. The least that can be said of them is that their use is a waste of space.

A little white space will often make an advertisement stand out. Rules, plain borders or other devices will frequently attract. That is especially true where the advertisement appears on a crowded page. An advertisement that is turned upside down or sidewise is discourteous.

What to Say in Advertisements. — The following advertisements which appeared in the *Wisconsin Farmer* could well be used as models for other breeders. They contain everything that a good advertisement should possess. The first one was bordered by two black rules and contained five sizes of type, not too many, but fewer would have served. The head is uncommonly good. The second contained a picture of the bull advertised, had a single rule border and only three sizes of type were used in giving the message. This head is also good. The third was bordered by double rules and contained five sizes of type. The head gives a simple message. Most Holstein breeders know Pietertje Ormsby Mercedes 41st.

All three advertisements appeared in one corner of a page in the order they are quoted. All contained plenty of white

space and all were attractively displayed. All were two columns wide. The first was three inches and the other two inches deep. Note the stressing of records. Each of these advertisements contains more useful information to the prospective buyer than the average full page.

EIGHT DAMS AVERAGE 29 Lbs.

and All Ready For Service

Here is a bull whose eight nearest dams average practically 29 lbs., including two two-year-old records. Six of his seven nearest sires have together produced twenty 1,000-lb. daughters. He is a grandson of King Pontiac Champion and Korndyke Segis Johanna, and is from a dam with almost 20 lbs. at two years. Special low price on this bull.

PABST STOCK FARM

Oconomowoc, Waukesha County, Wisconsin

A Bull With Quality and Production Combined

King Pietertje Ormsby Piebe 36th. Born Oct. 7, 1921. His sire is K. P. O. P. and his dam, Artis Pontiac Susie Judith. She made 31.68 pounds in 7 days from 632.30 pounds milk and 1,018.70 pounds in 365 days from 20,291 pounds milk. The yearly records of his two nearest dams average 1,204.08 pounds butter from 25,260.60 pounds milk. If you want a bull that will win at the shows this fall, here he is. Write

HARGROVE & ARNOLD FARMS,
NORWALK, IOWA.

A SON OF S. P. O. M. 41st READY FOR SERVICE

His dam, Summit Cleone Lady, a daughter of our former herd sire, King Pontiac Artis Sadie Vale, made 20 pounds of butter in seven days and 844 pounds of butter in a year from over 20,000 pounds of milk in her heifer form. Backed by Hollyhock Farm's guaranty. This bull is individually right, and priced right. Write, or better still, come and see him. Address

GUSTAVE PABST HOLLYHOCK FARMS
(In Waukesha County)

F. J. SOUTHCOTT, Mgr. DOUSMAN, WIS.

(A Clean Herd Under Federal and State Supervision)

Compare the two advertisements of Milking Shorthorns which appeared one above the other and which occupied the same space, one inch one column, in the *Iowa Homestead.*

Red Milking Shorthorns with size and quality out of cows with milk records and by the $1,500 bull, Duke of Winneshiek, weighing 2,500. He by Rawhide and out of Princess Maud 2d, who has record of 10,000 pounds milk in one year. A few good heifers for sale, bred to this great bull. Stock shipped on approval.

C. C. Pilgrim & Son - Decorah, Iowa

Robinson's Milking Shorthorns

SELECTED STOCK FOR SALE at all times from record-producing dams. See the great bull, Cyrus of Eden, when you visit us. Have some by Mead's Bell Boy by Glenside Dairy King. Write or visit the farm.

W. A. Robinson - - Walker, Iowa

The first advertisement gives the reader some idea of the ability of the herd and the animals offered for sale. The

second offers some idea of the breeding, but the records of the first one rendered this mention rather ineffective.

Sometimes no records are available, but dairymen who advertise usually have records or stock from record sires and dams. However, they often neglect the opportunity of emphasizing them in their copy. Perhaps the fame of Hood Farm, Lowell, Massachusetts, is so great that mention of records is considered unnecessary, but compare their advertisement with the one of a comparatively obscure breeder. These advertisements appeared on the same page:

32 YEARS

Breeding a Family of Jerseys, with exceptional size and type.

JERSEYS

that are large producers at the pail. We offer now: Bulls and bull calves, cows, bred heifers and heifer calves.

Send for price, description and pedigree.

LA FORCE

JERSEYS

An extraordinary bull calf by Oxford Majesty's Gold Medal and out of the imported cow here reproduced, now milking at the rate of over 11,000 lbs. milk and 500 lbs. butter.
Show privilege will be reserved.

LA FORCE FARM
Martin City - Missouri
Near Kansas City.

The following advertisements ran in *Kansas Farmer and Mail and Breeze* for several months. Between October 27, 1923, and March 19, 1924, the first attracted only eight inquiries and no sales were made. The second averaged

three inquiries a week and thirteen sales were made. Both occupied the same space and both were run every other week under a classification for the state breed association:

A PIONEER BREEDING HERD

Quality rather than numbers has always been our motto. Let me know your wants and I can very likely supply you.

BEN SCHNEIDER, NORTONVILLE, KAN.

COLLINS FARM HERD

Headed by Vanderkamp Segis Pontiac. Only Kansas sire with two 1000 lb. 3-year-olds and two 840 lb. 2-year-old daughters. Every yearly tested daughter has produced over 634 lbs. of butter. Young bulls of this breeding at modest prices.

THE COLLINS FARM CO., Sabetha, Kan.

They appeared in the order in which they are quoted. The copy of the second advertisement was changed twice in the time mentioned.

Show ring records are used effectively in the following advertisement. However, the breeder made a mistake in the head. Few readers in the market for Shropshires would look for them under a Holstein head line.

PABST HOLSTEIN FARMS

SHROPSHIRES

We won at the Wisconsin State Fair, 1923: 1st Aged Ram, 1st and 4th Ram Lamb, 1st and 5th Yearling Ewe, 1st Pen of Yearling Ewes, 2d Get of Sire, Champion Ewe — all our own breeding. Bred Ewes, 1, 2 and 3 years old, and a few aged imported Ewes for sale. One or a carload. Guaranteed satisfaction.

PABST HOLSTEIN FARMS - OCONOMOWOC, WIS.

How Much Space to Buy. — Before the fieldman leaves his client or before the breeder finally places his advertisement the question of "how much money" he is going to spend arises. Within reason it matters not so much what the amount of money will be as what the advertiser intends to say or how many messages he will require in the saying.

A page of advertising may not bring as many inquiries as a two column, two-inch display. The page may get more support from the paper or the fieldman, but the question under consideration is not support. It is advertising.

Rarely will more than a page in one issue be necessary or desirable from the advertiser's viewpoint. Just as good results can be had often by a half or quarter page. And for general advertising, mail order and private treaty selling much less is desirable. Card advertising, small displays and want ads are most profitable.

But why should a breeder buy a double-page spread? And why should he advertise the same sale in the same issue with a two-inch double column advertisement? Or worse still, why should a man use eleven pages, as one breeder proudly stated he did, in one issue of a breed paper? Such excesses are mere folly. The incentive is vicious. Under no circumstances will that kind of advertising pay, except temporarily and then only as a result of "supplementary" service. No breeder can pay such bills from the sales traceable to inquiries brought by the advertising. Direct, legitimate results should be the breeder's only guide in buying space.

Final Test of Advertising Copy. — The final test of advertising copy is the inquiries it brings or the attendance it attracts to the auction. The sales made as a result of advertising will depend upon the follow-up and the ability of the breeder to close the deal. The number of bid-carrying or service-rendering fieldmen a breeder can employ depends upon his ability to pay and his willingness to buy, but that has no relation to the quality of copy or the amount of space a breeder actually needs.

After all, theorizing does not help. If a breeder's copy is effective, if his methods of advertising produce good results in proportion to the amount of money he spends, even though it conforms to none of the rules of "scientific" advertising, he should consider no other plan or method so long as it pays.

The effect of each advertisement should be studied carefully. All copy should be keyed, by using a number, letter or certain postoffice or rural route box, so that the source of inquiries can be traced in case the letter does not state where the advertisement was read. This will aid in determining the best medium as well as the effectiveness of the copy. The breeder should prepare his copy far enough in advance to let the paper submit a proof. This will give a definite idea of how it will look in print.

The Herd Catalog. — Catalogs are properly classed under advertising copy. They are of two types, the one issued in connection with the auction and the seasonal catalog designed as a combined announcement and mailing piece. The qualifications are about the same for both. The catalog should be attractively made up on a good grade of paper. A cover of colored or heavy paper adds interest and attractiveness. Pictures, rules, borders, modest designs and character letters may be used to advantage. Pictures always add interest to any reading matter. Type, borders and rules may be used also to make the catalog artistic inside but they never should be used in such excess as to detract.

In preparing copy it should be remembered that the auction catalog will be used largely as a reference, not only during the sale, but beforehand. Therefore it must contain enough pedigree copy to indicate the breeding of the offering. The seasonal catalog admits more latitude in selling points and discussions of the herd. It is likely to be more carefully read than the auction catalog.

Poland China Sale Catalog Contest.— In an effort to improve the appearance and effectiveness of sale catalogs, The American Poland China Record conducted a contest early in 1929. The report of the judges, Leslie E. Troeger and Robert J. Evans, is reproduced herewith for the value of the suggestions it contains in the preparation of such advertising copy.

"We have placed the winners as follows and for the reasons stated:

"First — G. L. Emmert & Sons, Mason City, Iowa. This is a very high-class job in all desirable points and is also well illustrated. We realize full well that such a catalog costs more money than a less pretentious one, but we believe the breeder is the one to judge if it pays. We do believe, however, that it will pay if his herd and methods of doing business are of a corresponding standard, and he continues in business enough years to realize on the cumulative results of good advertising matter.

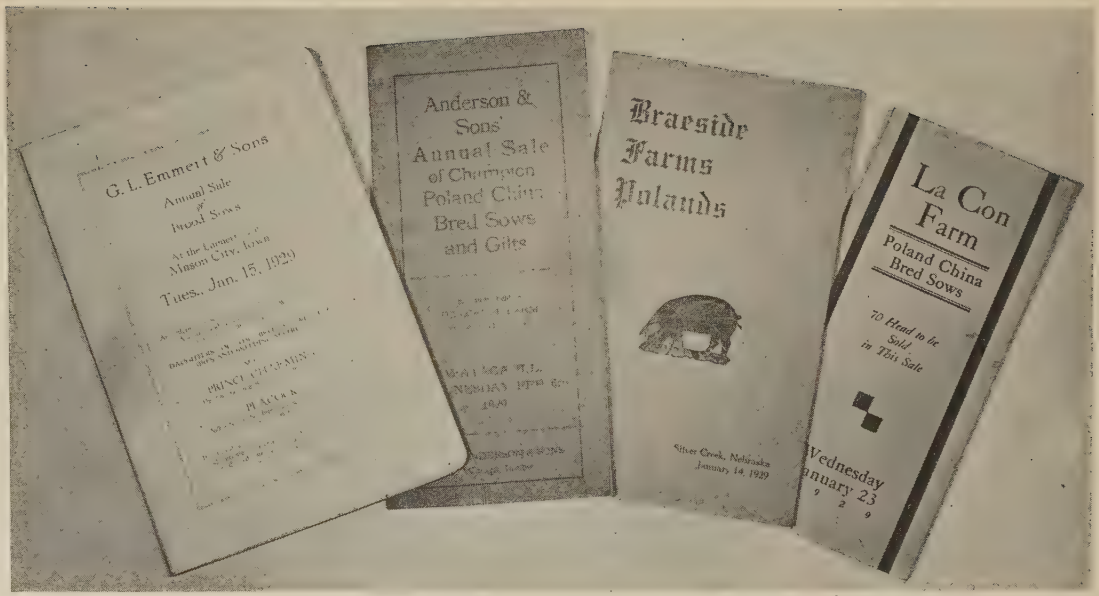
"Second — John Anderson & Sons, Wataga, Illinois. This is a less showy and attractive job, but it reads well from start to finish. Fact and opinion of the breeder are combined in good proportion to carry the weight that is desired with the reader. It is unsurpassed in its appeal to a prospective buyer.

"Third — Braeside Farm, Glenn D. MacQueen, owner, Silver Creek, Nebraska. This is one of the showy kind again, well illustrated with good foot notes and with strong appeal throughout.

"Fourth — LaCon Farms, A. D. Severe, manager, Dows, Iowa. This also is an attractive catalog, well illustrated within and containing such desirable supplemental matter to pedigrees as a résumé of show winnings. It starts off with a very strong foreword to breeders.

"Fifth — James M. Kemp, Kenney, Illinois. This is a plain catalog but the reading matter is of very substantial nature, such as to impress new as well as old breeders. It stresses in several places the prolificacy of the sows which is rarely found in other catalogs. In short, the subject matter seems to carry authority and reflect that substantial character to the breeder's business and his operations which make friends for him and the breed.

"Sixth — E. A. Martens, Rock Rapids, Iowa. Here is a bright, attractive catalog containing appeal of a sound character to farmer and breeder. The picture of the hog house gives a good impression, and originality is shown in advertising the herd boar with the cover illustrations. A



Courtesy The New Breeder's Gazette.

The first four prize winning catalogs, left to right, in the American Poland China Record catalog contest, 1929. The first prize catalog cover is removed. The contents rather than the covers were the basis of award.

painstaking job on the whole and therefore giving a good impression of the breeder. One feels that this man looks after the details of his business and would therefore be a good man with whom to deal."

Then follows general comment on the sale catalogs submitted. "The winning catalogs and a few which did not receive prizes have features in common which the judges believe are desirable. They were of a size handy to carry in one's pocket; they made a good first impression through the use of a colored cover, or one with good illustrations or at least a good use of large type; they opened with a foreword which contained one or more forceful appeals to farmers or breeders or both; they refrained in the foot notes from boastful statements or those purely of personal opinion, and depended mostly on facts and statements that could be proven; they were printed in type that was easy to read; they were illustrated with pictures of the herd boars, of sows or both; and showed on the whole care and accuracy in their composition.

"It is obvious that an attractive catalog gets first attention and the one that is interesting and convincing is the one that sells most effectively."

Some of the objectionable features and failings of the catalogs submitted were listed by the judges:

"Fancy covers with disappointing contents. Such covers only emphasize the mediocrity of the offering or the inadequacy of information about it.

"Foot notes that waste the reader's time, that lack facts and contain a predominance of the breeder's personal opinion and prediction.

"Use of fine print that is hard to read in a sale tent, pavilion or under other unfavorable conditions.

"Failure to give the pedigree numbers of registered animals that feature the offering.

"Use of poor photographs or pictures that do not do an animal full justice. Also use of one picture twice in the same catalog. The space had better be used some other way.

" Use of space for discussions by others. There is possibility here that the writers receive more advertising than the offering.

" Lack of good sound sales argument for the breed. This was a frequent failing. The catalog offers one of the best opportunities for the breeder to reach the men whom the breed association desires to enlist in its ranks. It is one way in which the breeder can supplement the promotion work of the recording association and it does not cost him anything to do it.

" Although the judges did not discount catalogs in which buyers were invited to send mail bids to the owner or the auctioneer, they do not believe it is good business practice to do so."

It might also be added that country print shops are usually not equipped to turn out sale catalogs. And even when they are, printers who are not familiar with setting pedigrees are likely to cause no end of trouble before they get the copy in type. It is safer, even though it may be a bit more expensive, to place the catalog contract with a printer who specializes in such work or at least has had experience with it.

Developing the Advertising Sense. — The advertising sense is developed, not born, in a person. The following comment, taken from an address on advertising and selling, delivered by Merton Moore, advertising and sales manager for Carnation Milk Farms, Oconomowoc, Wisconsin, before the annual meeting of Wisconsin Holstein breeders at Madison in 1928, is reproduced for the value of suggestions it contains and for the encouragement it affords to the man who would learn to do his own advertisements. After explaining that he knew nothing of either selling or advertising, when he accepted the position, Mr. Moore explained how he overcame his difficulties :

" I decided I might learn to sell purebred Holsteins, but never could learn to write advertisements. And the company I went to work for didn't insist that I write advertise-

ments. They said ' all we do insist is that you sell cattle, and if you can do that without writing advertisements or without advertising, so much the better.' But I found I couldn't. I might have sold a few cheap calves to the people who dropped in, but my problem was to sell some 300 animals a year at prices which were set.

" So, I had to take up advertising. I thought it was something mysterious, something almost unearthly, something far removed from the commonplace and, recognizing myself as just an ordinary individual, I couldn't see any hope for developing any advertising abilities within myself. For weeks I wrestled with the problem. I tried to think of something clever to say. I tried to acquire the ability to formulate those phrases which make an advertisement accomplish its purpose. I studied advertisements in the hope that I might pick up some catchy phrase and change it enough to make it fit my purpose. I learned that Ivory soap floats and is $99\frac{44}{100}$ per cent pure, and that Colgate's Dental Cream comes out like a ribbon and lies flat on the brush, but there was no use in my saying that these purebred cattle were $99\frac{44}{100}$ per cent pure, and nobody cared if they did float. If I said they came out like a ribbon and would lie flat on the brush, that wouldn't make anybody buy one. So I grew more and more discouraged.

" Finally I gave it up. I decided I might as well quit. I did know something about Holsteins, but I didn't know anything about advertising them. There was a bull at Carnation farm that was sired by my favorite herd sire. He was out of a cow that I greatly admired. He had been a good individual but had broken his tail. While that does not seem very serious, it had made him a sad looking specimen. He looked so bad he had been taken off the sale list. I decided to write to one of my old friends and tell him about this bull. I started writing the letter and the more I wrote the more enthusiastic I became. I knew there wouldn't be many chances to get a bull like this one at a reasonable price and I explained his desirable points

just as they attracted me. When I finished my only fear was that my letter was so long, this fellow wouldn't read it carefully, so I looked it over and took a sentence out of the middle and placed it at the top of the front page. I said, 'Sometimes you can buy a really good bull cheap.'

"I never sent that letter. I wanted to make sure that it was all right with the company that I send it, and I read it to them. When I finished they said it was certainly a splendid advertisement, but too long. I cut it down considerably, but when I wanted to change it in one or two places, I was told that such change would lessen the effectiveness. For instance, I thought the explanation about the bull's broken tail would sound foolish in an advertisement, but when I wanted to substitute that the bull had been injured, I was told that wouldn't do. When I wanted to change the heading, 'Sometimes you can buy a great bull cheap,' they said the first statement was 100 per cent sincere and sounded that way. I published the advertisement just as it was first written except that it was shorter. I had 60 inquiries for that bull and could have sold him at least five times.

"Thus I learned that advertising was not something that required a special education, a great quantity of experience or any particular ability. The advertisement was founded on the fact that I wanted to do a favor to someone else. I had studied the herd. I knew what was in it. I saw something that appealed to me. I was enthusiastic about it and I let go. I wrote just as I felt. I was not trying to be clever or attract attention to myself. My whole thought was tied up in convincing another man of what I felt to be true. I was afraid he wouldn't see just what I saw, so I told him. He saw that miserable, broken-tailed bull through my eyes, and so he wanted him just as I wanted him.

"The fundamental factors in selling and advertising are these: First, to know and appreciate your animals and second, to let your enthusiasm boil up and bubble over.

But don't make this process artificial. It must be genuine. Here is what I mean by enthusiasm: I've watched one cow in our herd for 8 years. I've watched her daughters develop and I've had letters from those who purchased her sons. But a man who didn't know her history would give her only one glance and if he said anything it would be, 'I see that old skate is getting rheumatic.' She has swellings on her knees. Her udder has started to break down. She is past her days of heavy production. She is old. Now when a man came to our farm the other day to buy heifers I sold him this old cow. He was the first man I had tried to sell her to. I called his attention to the swellings on her knees, to her age, and to her udder. Then I was able to let out the enthusiasm I felt for that cow.

"If I hadn't known all about her, if I hadn't wanted to do that man a good turn, if I hadn't figured that she was the cow I would buy myself, there wouldn't have been any chance for me to sell her. But I knew all about her and I was full of enthusiasm for her. I had him feel her hide. She has a real hide. I showed him her milk veins. They are long and tortuous. I told him of her daughter that had milked 80 pounds in a day as a 2-year-old. I showed him pictures of three of her sons, handsome sires that are siring type. I showed him another of her daughters in the herd. I told him what I sold her calves for and what he could expect for one calf from her of either sex. That man felt just as I did when I had finished telling him about that cow. He bought her. There is one thing about that sale he doesn't know yet. He will come to me to buy cows again.

"Let me give in brief the details of writing an advertisement. First, study your animals and let your enthusiasm for any or all of them grow. Second, write freely all you want to, without regard to punctuation or spelling or choice of words. Just say what you would say if you were writing a letter to a good friend with only the thought of convincing him of the facts. Third, look over what you have written

and select the most attractive thing you have said for the heading. Fourth, cut down the advertisement into as few words as possible.

"There are three other less important details. First, at the end of your advertisement ask the reader to send for something, a picture or pedigree or further information. This will cause him to feel the need of writing before he places the advertisement aside and forgets it. Second, put your name and address in letters large enough that they can be easily read and always arrange them in the same way. Third, include a number or a letter somewhere in your address so you can know whether or not this advertisement is responsible for selling the animal."

After nine years of experience in selling Carnation Holsteins Mr. Moore said: "What I have learned about advertising has been acquired by the 'cut and try' method. After I have tried out something that has proved undesirable, I promptly abandon it. I have kept close track of my copy and know which advertisements have been most successful."

CHAPTER THIRTEEN

THE COST OF SELLING PUREBREDS

Millions of dollars are spent every year for advertising by breeders of the United States. No appreciably accurate figures are available, but some conception of the expense can be gained by an estimate made by T. W. Morse, former livestock advertising director for the Capper Farm Press. The following table gives the average for four years during a period when stock was selling well, 1918 to 1921 inclusive:

To 3 Poland China Papers	(total circulation	30,000)	$ 500,000
To 2 Duroc Jersey Papers	(total circulation	20,000)	275,000
To 1 Hereford Paper	(total circulation	10,000)	125,000
To 1 Shorthorn Paper	(total circulation	10,000)	100,000
To 2 Holstein Papers	(total circulation	25,000)	100,000
To 1 Jersey Paper	(total circulation	15,000)	50,000
To 1 Angus Paper	(total circulation	3,000)	30,000
To 3 Smaller Cattle Papers	(total circulation	7,000)	25,000
To 4 Smaller Hog Papers	(total circulation	15,000)	145,000
To 18 Breed Papers	(total circulation	135,000)	1,350,000
To 18 Farm Papers	(total circulation	2,000,000)	1,000,000

On the basis of circulation the breed papers received $10,000 for each thousand subscribers and the farm papers $500. With the exception of three or four of the breed papers all those mentioned are of the Middle West. Probably these papers received a larger proportion of the money spent for advertising purebreds during these years than the other papers in the country, but if the complete figures were available the total would be much larger. The eastern, western and southern papers do not carry so much livestock advertising comparatively as those studied, but the total lineage and the revenue therefrom likely would be greater because of the larger number of papers.

Following is a list of the billings and contracts of four Capper papers, *Missouri Ruralist*, *Kansas Farmer*, *Oklahoma Farmer* and *Nebraska Farm Journal*, which led in livestock advertising during six years. The amount in 1918 was the greatest these papers had ever collected up to that time. The figures probably include some revenue from real estate advertising because up to and during that year fieldmen also solicited that kind of copy.

	Billings	Contracts
1918	$ 70,505.65	$ 90,138.00
1919	101,335.59	99,092.03
1920	159,611.37	175,133.84
1921	102,883.36	112,163.38
1922	83,137.48	102,766.05
1923	76,606.01	84,399.66

Because breeders do not keep complete records, definite marketing costs cannot be quoted. The information that is available, however, indicates that for the business done the breeders' selling costs are proportionately high in comparison with those of merchants, for instance. A merchant may spend 30 to 35 per cent of the price he receives in selling, but that includes all overhead, a salary for himself, rents, taxes, wages, advertising and everything which is required to move the goods from his shelves. When the breeder mentions selling costs, he refers to the direct expenses of selling, such as advertising, auctioneer, printing and travel immediately concerned with sale. No very satisfactory figures can be had on the cost of selling at private treaty.

The breeder will spend 5 to 25 per cent of the sale price in placing his animals on the market. This is the range of costs among ordinary breeders. However, Harold G. Gulliver, who discussed selling dairy animals in *Country Life*, September, 1923, stated that dairy breeders' costs were 5 to 50 per cent of the selling price. Few breeders of dairy or any other kind of animals spend as little as 5 per cent.

Likewise few would spend 50 per cent. An occasional sale might fall within either extreme, but no breeder could maintain the minimum nor could he remain in the business very long if his costs ran as high as the maximum Mr. Gulliver mentioned. Many of the breed associations charge 10 to 12 per cent and that is likely what the average breeder's auction costs. One of the selling agencies which was organized after the deflation period passed, charges a flat rate of 15 per cent. An official of the company remarked that at first consideration such a percentage might seem high, but he called attention to the service which the agency renders, including all advertising, printing, pedigree work, pavilion or other place of sale, auctioneer and other requirements. In view of the fact that the charge covers all current expenses, the rate is not excessive. The auction expense, however, does not include all a breeder's selling costs. He is likely to do some advertising on his own account or at other times and also must charge the net cost of maintaining a herd on the show and fair circuits, travel, telephone, telegraph expense against his selling. So 15 per cent would be a conservative estimate.

A range of 5 to 25 per cent would include practically all ordinary breeders and all ordinary circumstances. If the higher figure obtains, then the breeder's costs likely would run as high as those of the merchant. His overhead possibly is not so great in proportion but his advertising expense is much greater. Few retail merchants spend more than 2 to 5 per cent in advertising. Few breeders spend less than 10 per cent.

Selling Expenses of Individuals. — Selling costs will vary according to conditions and the breeder's ability as a salesman and advertiser. J. G. Truman, manager of Truman's Pioneer Stud Farm, Bushnell, Illinois, estimated the cost for advertising, circulars, catalogs and letters at $100 for each stallion sold by the farm before the war when business was good, but stated that it was considerably higher after the war when advertising did not bring so many inquiries and sales

were slower. On the basis of the average price, $2,500 for a stallion, that expense would amount to 4 per cent. They sell at private treaty. The expense mentioned is only for advertising and printing, and does not include overhead, supplies, taxes, interests and many other items.

J. O. Singmaster, Percheron breeder, Keota, Iowa, estimated his costs of selling at private treaty to be 5 per cent, but did not supply details as to what that included. It likely covered only advertising, printing, correspondence and similar items.

O. G. Criss, Duroc breeder, Agricola, Kansas, supplied the following expense account for an auction. His expenses were increased because the sale was postponed, which made the advertising and some other items higher. The hogs averaged $33.40 and the expense was approximately 15 per cent.

Advertising:	
Kansas Farmer	$28.00
Ottawa Herald	12.80
Waverly Gazette	11.00
Melvern Review	2.20
LeRoy Reporter	6.00
Lyndon Herald	1.40
Burlington Republican	11.80
Auctioneers:	
Homer Rule	50.00
Milt Stevenson (1 per cent)	15.82
Miscellaneous:	
Catalogs (300)	18.96
Telephone Messages	3.00
Stamps	Not given
Nails	.80
Hog Ringer	5.00
Rings	1.85
Tags	1.50
Wire and Oil	2.65

G. L. Emmert & Sons, Mason City, Iowa, place their hog selling costs at 20 per cent of the price received. They sell at private treaty and auction and consider that the auction nets the most money.

The auction expenses of E. D. Frazier, Drexel, Missouri, in selling Poland Chinas amount to about 10 per cent in normal times. On a sale that will average $100 a head the advertising, auctioneer, catalogs and incidentals will average about $10 according to his estimate.

H. M. Blaine, White Leghorn breeder, Sylvia, Kansas, obtained 150 inquiries from a two-column six-inch and a two-column two-inch advertisement run in *Kansas Farmer* about one month apart. These inquiries resulted in 69 sales which totaled $2,285.60. His advertising bill was $201.60. He listed his total expense as $1,152.25. These figures enable a comparison with retail merchants' selling costs. Blaine's expense apparently included production. It would correspond to the merchant's cost of doing business, including what he paid for goods, overhead and selling. Such expenses rarely run above 35 per cent for the merchants. Blaine's, including cost of production, amounted to 50.4 per cent of his " retail " receipts. The merchant rarely spends more than 5 per cent in advertising and usually not more than 2 to 3 per cent. Blaine spent 8.8 per cent.

The response to Blaine's advertisements was not phenomenal by any means, but it was much better than the average returns for display livestock advertising. He used exceptionally good copy. The proportion of sales was much better than usual, either because of the selling points in his advertisements or because of an effective follow-up. It is likely that a much smaller space or supplementary classified advertising would have brought him good returns and lowered the inquiry cost considerably.

F. F. Silver, Hampshire breeder, Cantril, Iowa, sells 75 per cent of his hogs by mail order. He aims to hold his selling costs within 25 per cent. This does not include production, but it does include advertising, printing, traveling expense,

postage, part of the overhead, any losses resulting from showing and similar items.

During the season of 1920 and 1921, W. H. Charters, Butler, Missouri, spent $5,000 in selling $25,000 worth of purebreds, primarily Poland Chinas, although he also disposed of some surplus Shorthorns and Rhode Island Reds. His selling expense was practically all advertising and printing. Mr. Charters was during that time making a fight against the practices of dishonest fieldmen, auctioneers and breeders who were involved in the "vicious" circle. He had been instructed by two fieldmen as to what he had to do with respect to holding an auction and he refused their demands. To combat their enmity he resorted to an extensive advertising campaign and won out. His selling expenses under ordinary circumstances would be much less.

Costs of Association Auctions. — Organization sales afford definite figures on the immediate costs of selling at auction. B. O. Gammon, secretary of the American Polled Hereford Breeders' Association, supplied the following statement of the annual association sale for 1924:

DEBITS		CREDITS		
Postage	$275.66	Postage not used		$ 5.81
Addressing	50.65	Assn. 12 pages for show catalog		54.00
Printing	641.00			$59.81
Ear Tags	4.39			
Night Watch	22.50			
Director's Expense	21.52			
Leading Out	115.45			
Barn and Ring Rent	205.15			
Newspaper Adv.	894.40			
Banquet	168.75			
Auctioneers	475.00			
1% to Assn. Treasury	207.00			
Deficit from Inspection a/c	25.78			
	$3,107.25			
		Total Debits	$3,107.25	
		Less Credits	59.81	
		Net	3,047.44	
		Pro-rate on 101 Lots	30.18	

The same association sold 142 cattle in 1923 at a cost of $25.25 a head. The total sale expense in that year was approximately $500 more than it was in 1924 but the greater number of cattle reduced the cost per head.

Floyd S. Barlow, field secretary of the Ohio Guernsey Breeders' Association, supplied the following itemized expense for the 1923 state sale of that organization:

Advertising:			
Guernsey Breeders' Journal	(two Issues)	$ 64.60	
Stockman and Farmer	(two Issues)	89.60	
Indiana Farmer's Guide	(two Issues)	112.00	
Ohio Farmer	(two Issues)	89.60	
Farm and Dairy	(two Issues)	13.44	
			$369.24
Barn Rent			100.00
Chair Rent			22.50
Auctioneers ($100 and expenses)			120.00
Post Card Announcements			14.50
Clerk			5.00
Hay and Straw			94.45
500 Catalogs			198.04
Ohio Guernsey Breeders' Association			454.54
			$1,378.27

Mr. Barlow stated that the organization endeavored to hold the association sales to a maximum limit of 10 per cent. Sales are managed for local organizations on a 2 per cent commission, but for this amount the state organization spends no money of its own.

The Illinois Holstein Friesian Association estimates the cost of sales held under its direction at 12 per cent. This includes the organization's commission of 2 per cent as sale manager. The remaining 10 per cent is used for advertising,

printing, postage, travel, telephone, telegraph, a place to hold the sale, auctioneer, veterinary fees, lumber, nails, bedding and other incidentals. If a breeder can sell his surplus in this way at an expense which will approximate that percentage, he is indeed fortunate.

The Coffey County, Kansas, breeders' association sales have cost 12 to 16 per cent.

The Grove City Accredited Cattle Show and Sale Association, Grove City, Pennsylvania, endeavors to hold its expenses within 5 per cent. This organization does not employ an auctioneer. The association bears the advertising expense, supplies the catalogs, furnishes a manager for the sale and bears any other incidental expenses. Then the consignor pays 5 per cent of the price received. If the animal does not sell, no commission is charged. The association made some money on the first two sales held under this plan during the spring of 1923. But sales held during the fall of 1923 were not so successful and the association withstood a loss. Concerning those sales R. R. Welch, manager, said: "We perhaps have not done enough advertising. For the two fall sales we required the consignors to pay $2 a head to be used in extra advertising. We have spent $1.50 to $3.50 a head in advertising and it has cost us $1.50 to $2.50 per animal for pedigrees and catalogs."

The American Shorthorn Breeders' Association makes no charge for managing sales because it considers that is a part of its duty to breeders. W. A. Cochel, when he was southwestern representative of the association, served as sale manager for the Central Shorthorn Breeders' Association annual sale and the American Royal sale at Kansas City and of the sale held in connection with the Kansas National Livestock Show at Wichita. In discussing expenses at these sales, Mr. Cochel said:

"All receipts are expended for auctioneers, advertising, printing catalogs and incidental expenses. In the Central sale of 1924 approximately one-half of the total expense was for auctioneers, printing, etc. The other half was spent for

advertising. For 1923 we had a larger number of cattle and one-third of the total expense was spent for auctioneer and catalogs, and the remainder for advertising. We usually estimate that our sale and charges should not exceed 10 per cent of the gross receipts from the cattle.

"On account of the depreciation in values, our sale expenses have amounted to a little more than 10 per cent. We have reduced the cost of selling in the Central sale from $20 to $15, in the Wichita sale from $25 to $20, in the Royal sale from $30 to $25. As the sale expense is a constant item and the number of consignments quite variable, we find that some of the men are able to sell for less than 10 per cent and some cannot sell for less than 30 per cent. I might state that the average sale expense is about 12½ per cent, which does not include freight nor cost of attendants. While this may seem excessive, yet there is another advantage which must be taken into consideration. In the Central sale of 1924 we offered $1,000 in premiums which was distributed over 84 head of cattle, or an average premium of $13 per head.

"If sales are held in connection with shows, we try to obtain cattle that are good enough to win their sale expenses in the show. Those that are good enough sometimes take more than their sale expense; those which do not win make their consignors realize how much more profitable it is to send creditable cattle to the sale."

Keeping Costs Down. — In the *Missouri Ruralist* of October 1, 1923, S. T. Simpson, Duroc breeder, Columbia, Missouri, discussed the factors which enter selling costs, but particularly advertising. Although he mentioned some phases of selling that have already been considered herein, the whole article is reproduced because what he has to say bears directly upon the subject at hand.

"Recent sales of purebred livestock show that breeders must find more economical methods of disposing of their surplus, or get more money for what they sell. If information were available as to the cost of making private transac-

tions probably the same statement concerning this method of selling could in many cases be justified.

" Sellers of purebreds have always been confronted with the task of getting the desired publicity at a minimum expense. The contention has been, and still is, that expenses made in the name of advertising are too high.

" Breeders are not always discriminating in the selection of advertising mediums, and therefore their money has not been spent to the best advantage. Then, too, the desire to maintain a good standing with certain ' influential ' representatives and papers has led to the signing of advertising contracts which have meant duplication in many instances. Probably, also, too many have attached too much importance to the publicity in outside states and have not bought their advertising in sufficient quantity of those mediums that reach home state folks in large numbers.

" Home advertising is by far the most valuable at the present time. It is hard to overdo good local publicity if one has the goods, but comparatively easy for the average breeder to buy too much foreign space. Breeders with wide reputations are justified in buying national advertising, if any are, but this class often is most careful about conducting publicity campaigns in too distant territories. Usually it is the inexperienced advertiser who expects the impossible from his publicity, leaving it to the advertisement to do the selling, and finds by costly experience that it requires real salesmanship even after the inquiries have been secured.

" The percentage of sales made from the inquiries received has as much to do with the actual cost of the advertising as the price of space. A well known hog breeder who sells at private treaty, asserts that in normal times he is pleased if he averages one sale out of three inquiries received. This man uses different mediums and ' keys ' his advertising to ascertain what publications are bringing the inquiries. He began his hog business in a small way and has conducted practically all of his selling on a mail order basis.

" This man is a salesman, and a firm believer in publicity,

and has profited by its use. He has reduced his advertising costs by making a high percentage of sales. In selecting advertising mediums he considers the character, amount and distribution of the circulation. He has kept much of his publicity within his own state. He has advertised to the people whose wants he knew he could supply. He has offered good hogs at conservative prices and backed them with thorough guarantees. This particular breeder, as do many others, keeps a card index of his inquiries and considers every one a potential purchaser. He keeps in touch with them in a personal manner by sending out, at certain periods, well prepared letters in which he calls attention to what he is offering. If he fails to sell an inquirer the first time, he writes a personal letter reminding him that he still has some good values for sale and follows that with other timely letters.

" Judging by the inquiries received by the various breeders, it would seem that there is a strong demand for purebred livestock at what might be called ultra-conservative prices. Many who apparently never have been in the purebred business before are making, or are about ready to make, the start. The replacement of grades with purebreds is growing more common, along with the tendency to cull purebred herds to the quick. From the prospective buyers comes the complaint of too much expense attached to the purebreds at other than local points. They assert that freight, express and other expenses incident to purchase far from home are clearly out of proportion to the cost of the animals. The truth of this statement is well known.

" It is quite evident that the lowering of prices has had its effect on the manner of selling purebreds. Big auction sales are less frequent. The national purebred sale centers such as Kansas City and Chicago have been affected most and sales at these points seem to have been most disappointing. The local breeders' association sale, however, is due for a 'comeback.' While prices were on an upward trend, with speculators furnishing a lot of competition and no one caring

for expenses, breeders gave up the local association sale idea as being obsolete. With a revision of prices downward, and the desire to hold down expenses, these association sales offer an attractive means of connecting with that rather well known but unlocated demand for purebreds on the part of prospective breeders. Expenses attached to these sales in many cases have been as low as 5 per cent of the gross receipts, while prices received have in cases been above those received at the larger sale centers. In general the advertising has been limited to one state paper and local mediums. High-priced selling forces frequently have been replaced with first-class semi-local selling forces. Only inexpensive catalogs are used. Consignors to these sales have, in the main, been more than satisfied with results, especially those who have kept posted on net returns from offerings more expensively sold. As a means of developing a local market the well conducted local association sale is of paramount importance.

" Sales of culls (often held in connection with a local show) will develop or decline according to the use that is made of them and the service that they render. This is an ideal time to cull breeding herds, but the culls should find their way to the block and not to the sale ring. The breeder who undertakes to sell undesirable surplus for breeding purposes will in the main find it a disastrous and expensive undertaking. He will have more money and a much better reputation by sending them the first route. Replacements can be made cheaper now than any time in recent years.

" New breeders of stable character are entering the purebred business. It is a good time to realize that the purebred business is something more than a production problem and look at it more as a manufacturer looks on his business with marketing as one of the major considerations. Until breeders do this and develop the selling side of their business they may well expect to find the cost of selling their surplus out of proportion to their receipts."

Mr. Simpson's comments were inspired by post-war con-

ditions, but they will apply to any others as well. During a period of inflation when purebreds are moving well, however, the advice he offers would not be so well heeded.

Selling Costs Are Relative. — Of course, selling costs and percentages are relative. The amount spent in placing a product on the market matters little except when the retail price is fixed. No doubt the selling costs of many breeders run high because they feel that the more they spend within reason for publicity, the better prices they will receive. H. B. Walter, Poland China breeder, Bendena, Kansas, expressed little concern over his selling costs.

"What I am interested in is the net price," he said. "I have spent as high as 30 per cent in selling at auction, but it was a good investment. In the spring of 1923 I sold 40 head at auction. They averaged $81, and the sale expense was $18 a head. That is more than 22 per cent. My net price was $63. Isn't that better than a sale expense of $10 a head on an average of $50?

"I do not mean to say that I do not consider conditions when I make up my sale expense budget. If I spent more than the probable demand would justify, my costs would be out of proportion to receipts.

"My wife, my son and I constitute a committee on selling. Before each sale we consider conditions carefully. If purebreds are selling well, if our stock is unusually good, or if we have been successful in the show ring, we feel justified in spending more in advertising than we would otherwise.

"Our herd wins some prizes every year at the two Kansas fairs. If we get a champion or two and then go on to the National Swine Show and are reasonably successful there, we will consider that our sale should be good. But we must tell buyers about it. The probable sale average, which is indicated by conditions, is our guide in determining what we will spend in making the sale.

"We have no definite percentage limit. As I said before there is just one thing I am interested in and that is net price. If I think that an increase in advertising will increase

my net price I do not hesitate to buy more space. Suppose I sell 40 hogs at auction and they average $100 which would bring $4,000 gross. Assume that my sale expense amounts to 30 per cent or $1,200. My net receipts would be $2,800. Now suppose that another breeder sells the same number of hogs for an average of $75, or a total of $3,000. Assume that his sale expense is 10 per cent or $300, which would leave him $2,700 net. I would still be $100 better off than he and the advertising value of my bigger average would be much greater."

Of course the problem is not so simple as that. No man would hesitate to spend the 30 per cent as opposed to 10 per cent if he were assured of the extra $100 net. No breeder can come that near estimating probable conditions, nor does Mr. Walter contend that he can, but his example illustrates the fallacy of considering the expense without giving attention to its complements, the sale average and the net price.

Every breeder should determine for himself what he shall spend in selling. It is better to be conservative. Few breeders would spend too much if they depended upon their own judgment. Excessive costs are usually the result of fallacious arguments presented by some fieldmen, auctioneers, sale managers or others who have an opportunity to profit through injudicious spending by the breeder. Occasionally a man will be led by conditions to misjudge the probable market or demand and he will overadvertise, but if left alone he will likely not do the same thing often enough to jeopardize his financial standing.

CHAPTER FOURTEEN

BUSINESS METHODS

Courtesy makes selling easier. Courtesy makes business. Of all factors which are necessary for success in business, this is perhaps the greatest. The product and the price for which it sells affect sales, but if the salesman is discourteous either through indifference or ignorance, he will not be able to market even the best products at the lowest prices. The buyer must feel that his business is appreciated. Courtesy costs nothing. It has a great commercial value, but it requires no capital, no financing.

A breeder can cultivate courtesy. He should make it a part of himself. If he employs it merely as a business policy, he is likely to forget, to expose his ill nature, at the wrong time. Courtesy should be made a habit if the breeder is not by nature courteous. It will have a beneficial effect upon him, his family and his business. Discourtesy offends.

Without exception those breeders who are most successful regardless of the quality of stock they produce are those who are most courteous. One Missouri Shorthorn herd of excellent quality has been handicapped by the attitude of the owner and his sons toward the public generally. They are abrupt, irritable and never have time to answer questions or to talk about their herd or to discuss breed business. Their animals are good enough to win championships. On one occasion they refused to lead an animal out to have its picture taken and expressed, rather bluntly, a disinclination to supply a picture of the champion. This attitude cost them several thousand dollars' worth of free publicity during that show season alone.

Similar discourtesy on the part of the herdsman and attendants of a Hereford breeder resulted in publication of the picture of another breeder's junior champion and wide publicity for his herd. An Iowa Shorthorn breeder had cattle of excellent quality and breeding, but, as one man expressed it, " he always rubbed people the wrong way " and consequently did not realize the measure of success that his breeding ability merited.

The visitor, no matter what his mission, is accorded the greatest consideration when he visits the herds of Robert H. Hazlett, El Dorado, Kansas; F. W. Harding, Waukesha, Wisconsin, and Wheaton, Illinois; The Pabsts at Oconomowoc and Dousman, Wisconsin; Tomson Brothers, Wakarusa and Dover, Kansas; Bellows Brothers, Maryville, Missouri; C. G. Good, Ogden, Iowa, yet these breeders are in as little need of customers and publicity as any in America.

Consider the case of a breed association representative. He never has time to talk to any one except those who are highest in the councils of the breed. He will turn his back on a stranger or an obscure breeder without provocation or apology. Often he will evade answering questions about the breed and walk away rather than give information. He is universally disliked by newspaper men and is unpopular with a large number of his association members. How he holds his job is unexplained, except through catering to the men who hold the affairs of the organization in their hands.

Contrast the conduct and attitude of another organization representative. He is always considerate of anybody who approaches him. He naturally comes in frequent contact with the influential members of his organization, but he devotes as much attention as possible to young, small and inexperienced breeders. He always has something of value to say to newspaper men and is universally liked by them. His organization and his breed receive a great deal of publicity by reason of his attitude. The other breed

receives attention not because of its representative but in spite of him.

Any man who approaches a breeder or a breed association representative deserves courteous treatment. He may be bent upon a friendly visit only or he may be in search of foundation animals or a herd sire. He should be treated with consideration, because sooner or later the impressions he forms from the way he is received will affect the breeder or the breed directly or indirectly.

An editorial representative of a farm paper prepared a series of articles on constructive breeders. In searching for appropriate subjects he was referred to one Poland China breeder and one Duroc Jersey breeder as the men who had followed the best practices in developing herds. To both of these letters were written in which the editorial writer expressed a desire for an appointment. No reply was received from either. A year later the paper representative visited the Poland breeder's place in company with the county agricultural agent and obtained the story. It was written because of the benefit it would be to the breed and in spite of the breeder's failure to answer the original letter.

The Duroc breeder, eighteen months after he had been addressed by the editor, expressed to the livestock fieldman of that paper a desire for " editorial coöperation." In other words he desired an article written about his herd. He was questioned about the editor's letter and disclaimed having received it. Possibly the letter was lost in the mails, which is unlikely because it bore a return address. Probably it was lost by the breeder after it had been delivered or more likely he had neglected to answer it.

His story was a good one, but it was then too late for the series of articles on constructive breeding. Sometime later the editorial representative had occasion to visit the Duroc breeder's section of the state. A letter preceded him by a few days. The breeder neither met him at the station nor did he volunteer to furnish transportation to his place when the paper representative telephoned. The story that was

finally written dealt with the breeder's experience in producing stocker hogs on wheat pasture and not with his herd. It was told to several hundred thousand readers because it offered suggestions for diversification in a region of one-crop farming.

Contrast this attitude with the courtesy of J. F. Meserve, Galloway breeder, Ellis, Kansas. He drove eleven miles over bad roads to meet a man who desired to obtain information on his herd and his methods. He exhibited the herd bulls and provided saddle horses for viewing the herd on pasture. He drove many miles so that the man might visit other Galloway herds in the community, and urged the visitor to stay several days that he might see all breeders, even those who kept Herefords along the Smoky Hill River. When buyers go to Mr. Meserve's place and do not find what they desire, he takes them to see his neighbors' cattle.

When F. P. Bradfield, Derby, Kansas, member of the Mulvane Holstein Breeders' Club, was asked for an appointment a prompt reply, accompanied by a cordial invitation, was forthcoming immediately. Bradfield met the farm paper representative at the station and accompanied him all day through rain and over muddy roads to visit other members and finally made a drive of 30 miles late at night to enable the visitor to catch a train.

A sheep breeder refused a farm paper representative permission to visit his place because the man's employer had neglected to mention sheep raising in a speech he made on diversified farming. In what way the sheep breeder's refusal would help to correct the publisher's dereliction is not clear.

Robert H. Hazlett spent several hours of a busy day in discussing the history of his herd and his breeding methods with a newspaper man and then called his farm manager to town so that the visitor could be taken to Hazford Place to view the farm, equipment and the herd. The visitor was welcomed and made to feel that his efforts were appreciated. Mr. Hazlett is never too busy or too preoccupied to give attention to even the most obscure of those who approach him.

Promptness in Correspondence. — Courtesy and good business require prompt replies to inquiries. When a farmer writes to a mail order house or to a business concern in the city, he receives a reply by return mail. Merchants realize the fallacy of neglecting to answer inquiries after they have spent money in inviting them. Unfortunately breeders do not always pursue such good business methods. Every inquiry deserves an answer even though the current surplus of stock may have been exhausted. Every letter should be answered promptly no matter what the inquirer may require.

In collecting information for this work letters were written to a number of breeders and others interested in the purebred business. The use that was to be made of the information was explained and stamped addressed envelopes were inclosed for reply. Of one group thus addressed, 70 per cent of the breeders had failed to reply at the end of three months. Two breed papers, an auctioneer, the publicity committee of a breed organization and one breed association ignored requests for information. A sale manager who had volunteered verbally and who had been reminded a few days later by letter of the information desired had not replied at the end of two years.

Of another group of breeders addressed 65 per cent failed to reply and only 3 per cent answered all the questions asked. One breed organization clipped a portion of their rules from a printed folder and another inclosed a copy of the annual report. Neither undertook the formality of writing a letter.

True, the writer was not in any of these cases a prospective purchaser nor was he a breeder. But he was seeking information of vital interest to every organization and every breeder. Furthermore, few of the persons or organizations addressed knew that he was neither a breeder nor a prospective purchaser. A breeder who neglects his correspondence, neglects his business and loses customers. He is also likely to be shiftless in his breeding methods.

Using the Typewriter. — Every breeder should use the typewriter in his correspondence. Its mysteries are not hard to solve. The operator should practice until he is proficient enough to turn out a neat letter. Errors and smears detract from a letter and give the impression of carelessness. If the breeder himself does not care to give the time necessary in typewriter practice, he should have some member of the family trained to operate the machine. A son or a daughter will be able to make good use of typewriter proficiency no matter what kind of livelihood they may elect. Typewritten letters are business-like and easy to read. They impart confidence in the breeding establishment's methods. They save time for both the writer and the reader.

Business Stationery. — Most breeders use letterheads, and all of them should. The letterhead has advertising value. It lends confidence. It may be printed, illustrated or engraved. Engraving is attractive but hardly necessary and usually is rather expensive.

In general the simple letterhead is most desirable. The name of the farm, herd or firm should be given. Names of firm members or officials and the breed of stock should be given. The name of the herd sire may be mentioned. Trade-marks or slogans can properly be included in the letter head. Pictures of farm buildings, groups of animals or of famous sires may be used. A simple letterhead is best, however, and too much printing or illustrating will detract.

The ornate and gaudy should be avoided. Black ink and white paper are in best taste, but colored paper is not objectionable provided it is not shocking to sight. Colored inks are sometimes used, but black is usually best. If illustrations are used they should be good, well printed and not too large. A letterhead which contains too much printed matter looks like a racket or variety store.

Envelopes should bear the farm, herd or breeder's name, and the address in the upper left corner. It may and probably should explain the breed of stock produced if the farm

name gives no such explanation. Use of all available space on the envelope for advertising purposes or for illustrating the farmstead should be avoided. Intimate pictures, such as the family would ordinarily keep in the picture albums or Kodak books, should not be used on business stationery.

Good quality paper should be used. The printer should be able to suggest something that will be satisfactory or he can submit samples. A paper need not be very expensive, but it should have enough body to look well after it has been folded and transported through the mails. It should be well enough finished to take ink without blurring. To use cheap or low-grade paper is to defeat the purpose of a letterhead.

Envelope and paper sizes should be such that the paper will fold easily and fit the envelopes. Most breeders likely will find the ordinary $8\frac{1}{2}$ by 11 paper satisfactory. This when folded in the middle and then twice at right angles to the first fold will fit the ordinary business envelope, $6\frac{1}{2}$ by $3\frac{5}{8}$, or when folded only twice the short way will fit the No. 9 or No. 10 long envelopes. A sheet half the length will also fold to fit the small size envelopes. Any common size of sheet and envelope which is commonly used in business correspondence may be selected.

Selling Letters. — Ability to write a good selling letter is a gift. The breeder should study his inquiries carefully and determine if possible just what the prospective customer requires. If he does not have what the customer needs he should admit it frankly. A few suggestions about substitutes should not be amiss. If he has an animal which he believes will suit he should write as good a description as possible and give full details concerning age, weight, thrift, any defects or blemishes, color, measurements, breeding and records of the animal and its sire and dam.

The letter should contain all the information that the buyer needs in making up his mind as to whether or not he will purchase or make a visit to the farm. Pictures should be furnished if convenient. A good print will be a very

strong selling point. A printed, typewritten or mimeographed pedigree of animals offered can be inclosed with the letter. If the animal is not of the breeder's own breeding he should so state and give any information that may be at hand concerning the animal's immediate ancestry and its performance before and since it became his property.

Exaggerated statements, rash promises and anything of misleading nature should be avoided. No statement should be made that cannot be fully backed up. It is hard to tell too much in a letter, but the prospective customer should not be deceived. The buyer should not be led to expect more than he gets for his money. In other words, statements about an animal's excellency should be conservative.

Prices and terms should be expressed definitely so that possibility of misunderstanding will be reduced to the minimum. And a carbon copy should be made of each letter. This is a great advantage of the typewriter. A carbon will enable the breeder to write the second letter more intelligently. It will bear the date and remind him of the proposition he offered. Notations should be made both in the letter and the carbon of inclosures. Carbon copies are a necessary protection to both breeder and buyer and avoid misunderstandings.

Using the Telephone. — The telephone is as great an aid to the breeder and his customers as it is to the physician and his patients. The same courtesy should be used in talking over the telephone as in dealing with a customer direct. In fact it is much more important to choose words carefully in telephonic than it is in direct conversation, because the hearer must depend upon the sound alone.

The breeder should always leave instructions where he can be found. Some one at home should be able to receive telephone inquiries and give intelligent information about the herd or flock. The breeder should remember that men who seek to talk to him by telephone do so to save time. Nothing is quite so discouraging as an attempt to obtain

information in this way from a member of the breeder's family who does not know or care anything about his herd or who knows and cares nothing about his whereabouts. Not only the breeder himself but all members of his family should cultivate courtesy in telephone conversation.

The Pedigree Salesman. — Far too many breeders are pedigree salesmen. They talk about the breeding of their animals to the exclusion of every other characteristic. No one can deny the importance of breeding, but one should remember that pedigrees do not make animals. Some very ordinary individuals have had ideal pedigrees. A case is cited by D. J. Kays in the *Percheron Review* for 1924:

"Statements concerning pedigree and individuality should be accurate. It is most disappointing to travel long distances to see a horse that is well bred, whose individuality has been grossly misrepresented. Under such circumstances sales are seldom made. A few years ago a buyer from a neighboring state came to Ohio to locate some Percheron mares. He had his itinerary all planned and asked me to accompany him. We headed toward the farm of a breeder who had written this buyer concerning some of his Percherons. As we rode along the letter was handed me to read. It was a two-page, double-spaced typewritten effort, in which the owner eulogized the ancestors of the Percherons he had to sell. There was no mention of the horses themselves. Upon arrival we had led out before us for inspection some of the plainest stuff I have ever seen. It looked like the wrath of God. This buyer had come two hundred miles to see it."

Such experiences are not only disappointing and expensive for the buyer, but it makes him skeptical of other selling letters. The man who emphasizes his pedigrees excessively may not have anything else to talk about. A discussion of pedigrees will be more effective after the prospective buyer has been impressed with the excellence of the individual and then his pedigree. Visitors should first be shown the animal and then told about the breeding.

Flesh Sells. — Pedigrees are a mighty poor substitute for feed. They will not make an animal fat any more than they will insure individuality. It is the part of business to keep the herd in good condition. The merchant who makes his goods attractive is the one who is most likely to succeed. Too frequently when the breeder shows a group of cattle " that never had a mouthful of grain " his statement is easy to believe.

Flesh indicates health and ability to use feed. If the buyer knows that an animal is thin because of lack of feed he may not hesitate to buy, but there is always a chance that something else is wrong. Nothing dampens a buyer's enthusiasm any more than a herd of half-starved, neglected animals, even though they may be " bred in the purple." The effect of a dissertation on breeding and blood lines becomes nil when the subject is presented in wrinkled hide and unkempt hair. The importance of flesh is emphasized by Ellis McFarland, secretary of the Percheron Society of America.

" The fat horses always sell best because they make a much better appearance than the thin ones. Breeders of purebreds make the serious mistake of trying to sell a stallion or a mare that is not in good condition. We all know that a stallion or a mare in medium flesh is more valuable for breeding purposes, but when the buyer comes, the fat horse always takes his eye." The same is true of other breeds and other classes.

The Breeder's Show Window. — Manure is a necessary by-product of the purebred business, but the animal coat is not a proper depository for it. Cockleburs may indicate fertile land, but a breeder must not permit his purebreds to harvest them. It may be impracticable to keep a whole herd well groomed, but it is not impracticable to keep the filth cleared away. Farm animals are clean and will keep themselves that way if they are given an opportunity. Sale animals can and should be groomed.

The breeder who keeps his stock in good flesh rarely needs

to lend prospective buyers a pair of overshoes or hip boots when they visit the place. Clean lots, stalls, pens and well-kept buildings are just as great an asset to the breeder as fresh goods and clean floors are to the merchant. A grassy yard, cement sidewalks, well-bedded stalls, painted buildings; absence of scrap lumber, junk and manure piles; machinery sheds with the implements housed therein; in short, neatness and cleanliness are valuable advertisements and as much a part of the purebred business as the stock itself.

The Quest for Business. — It will be remembered that the old lark who had her nest in the wheat field refused to be disturbed by the remarks of the farmer until he decided to do the harvesting himself. Business will not come to the breeder unsolicited. He must make an aggressive campaign for it. What Ellis McFarland says about selling Percherons applies as well to other breeds:

"Every Percheron breeder needs to give more attention to developing skill in selling his horses, especially stallions. All of us are too much inclined to follow the old style practice of letting the prospective buyer hunt us up. We need to be more like the merchants and manufacturers who go out and find the buyer, and make sure he comes to their establishment.

"We need to do more effective advertising and to use our automobile more in going to see prospective buyers. We need to have a closer relationship with our local newspaper man."

Rarely will advertising alone be sufficient to dispose of surplus stock. It will bring some customers or inquiries, but in most cases the selling must be done by the breeder or his representative, the auctioneer. The merchant depends upon advertising to bring customers to his place. If he fails to sell, it is the fault of his goods or his salespeople.

The breeder can supplement his advertising campaign by personal solicitation in many cases. He cannot spend a great deal of time traveling, but when he does go somewhere,

he can make good use of spare time in developing immediate or future business by making the acquaintance of established and prospective breeders.

Plans for the Auction. — All that has been said concerning courtesy, condition of animals and appearance of the premises should be kept in mind when the auction is held. All preparations should be made in advance. Facilities should be available for handling the animals in and out of the ring without loss of time. Delay of any kind is usually disastrous to a sale. The breeder should have the stock in good condition and where it can be seen by buyers before the sale. Each should be tagged so that it can be easily identified. His work should be completed before the sale and he should be on hand to talk with visitors. His records should be such that he can give any required information either before, during or after the auction.

He should never offer anything in his own or in a consignment auction that he would not be willing to keep on his own place. Many breeders seem to consider the consignment sale an opportunity to unload their undesirable production. That is not good business. Every animal a breeder sells is a living advertisement, a testimonial of his ability and integrity as a breeder.

After the Sale Is Made. — Not many repeat orders will originate with a buyer who has difficulty in getting his transfers made. The transfer is a part of the product which the purebred breeder sells. He should see that it is properly made and furnished promptly.

An animal will be sold and the buyer will be informed that the " papers " will follow. In many cases the buyer is forced to appeal to the record association or even to threaten suit to get the transfer made. This trouble is experienced by buyers of all breeds. The following advertisement, a reprint of rules adopted by the breed association, in the *Percheron Review* for 1924, is an interesting comment upon business methods of breeders. It would apply as well to every breed in the country.

"**Special Warning.** — Breeders have caused their customers and the Percheron Society endless trouble and expense by not furnishing transfers and seeing that they are mailed direct to the Percheron Society immediately after the horse is sold. Because of this our directors amended our by-laws December 1, 1923, to read as follows:

"'In case of wilful neglect, or of refusal of seller to give a transfer without reasons satisfactory to the Percheron Society of America on any sale of an animal, or in case of transfer furnished which does not represent a true transaction either in the date of sale or in the name of the purchaser, the seller who signs such a transfer as well as the purchaser who accepts such a transfer may be deprived of the privileges of recording or transferring any animal on the records of the Society.

"'Furthermore, any person who wilfully neglects or refuses to furnish a transfer, or who furnishes or accepts a transfer which does not represent a true transaction may be charged with misconduct affecting the purpose and good name of this Association.

"'Any person found guilty of such misconduct shall be subject to such penalty as the Board may impose.'

"The transfer must be made out, signed and sent by the seller direct to the office of the Society immediately after the animal is sold. Under no circumstances should an application for transfer be given to the buyer. It should be mailed to our office at once together with the fee of $2. Excuses commonly given such as, a mare might not breed or that a stallion is going into a neighborhood where there are no purebred mares will not longer be accepted by our Directors. The Secretary has been instructed to keep a careful check on all breeders and dealers and any one found guilty of disobeying this ruling will be dealt with in accordance with the amendment."

Skipping transfers is another failing of breeders. The practice is so common that Ellis McFarland, secretary of the Percheron Society, commented upon it as follows in his report for 1923:

"It appears necessary to speak every year regarding the practice of skipping transfers. Oftentimes it is done through ignorance of the rules, and many times wilfully. A man will make a transfer, leave out two or three intervening owners, and thus make the transfer from the first party to the fourth. The truth invariably comes to light through our system of checking in this office and there is more expense in adjusting the records at a later date than

if the exact transaction was reported originally. Oftentimes the truth does not come to light for two or three years, and naturally a man will bring up the same excuse; that he did not know the rules. There is no excuse for any man interested in Percheron horses not being informed regarding the rules."

And after the sale is made and transfer properly recorded, the breeder should be as much concerned in the animal's development and the service it performs as if it had remained his property. F. H. Manning, manager of the Miller and Manning Ranch at Parkerville, Kansas, spends a great deal of time keeping in touch with customers who purchase their Spotted Polands and Herefords. He not only keeps in touch with the purchaser by mail but when opportunity affords makes a visit to the customer's farm and notes the progress of animals from the Miller and Manning herd. Appreciation of this interest is frequently expressed by repeat orders.

Business and Breeding Records. — Too many breeders carry the identification of their animals and their business transactions in their heads. Even though their memories are dependable, a system of simple records is necessary. Frequently a breeder passes to his reward and leaves his business in a chaos. His records go with him and many times extreme difficulty is experienced in identifying individuals and bringing the records to date.

An Iowa breeder applied to his banker for a loan and offered his herd of hogs as security. The banker knew the herd was ample security, but he inquired how the animals could be identified in case the breeder should die before the loan was repaid. There is where the breeder's record system paid. He produced his books and showed how anybody with even a slight knowledge of purebreds could identify every animal with the help of those records. The loan was made. Few bankers are as careful as this one and fewer breeders are able to exhibit such evidences of good business practice.

Wayland W. Magee, Bennington, Nebraska, uses manila envelopes, $4\frac{3}{4}$ by 11 inches, for keeping his herd records. A form printed on the front side of these envelopes provides space for entering the name of the animal, tag numbers, registration numbers, marks, color, date of birth, name of breeder, from whom the animal was bought if not of his own breeding, the date purchased and the price, sale record, name and address of buyer, dates of sale, pedigree transfer and vaccination record. On the back of the envelope is a breeding and farrowing record. When an animal is introduced either through birth or purchase an envelope record is made up and placed in the file for it. All registration papers and other documents pertaining to it are placed in the envelope. If the animal is sold, the contents of the envelope are removed and delivered to the purchaser.

Wickfield Farms, Cantril, Iowa, has a more complicated system. Each herdsman carries a loose-leaf book containing breeding and farrowing blanks. These are filled in as occasion demands. The sow's name, registration number, file number, sire's and dam's names and numbers and her description together with her earmarks, ear tags and the name of boar and date of service are entered on the breeding blanks. Similar information about the sow is contained on the farrowing record which the herdsman carries. In addition the date of farrowing, number of pigs, litter mark, number of boar and sow, pigs, number killed and how killed, disposition of sow, condition of udder and her milking capacity are entered. The herdsman removes these records when he goes to the office and they are entered on the herd record.

The front side of the herd record sheet contains place for earmarks, ear tags, registration and herd numbers, extended pedigree, description, breeding dates and sale record. On the back side of this sheet is space for recording similar information about the litter and its disposition.

By keeping a record of this kind the farm can supply information about any animal in a short time. In case a

purchaser loses his papers, Wickfield Farms has a record that will supply the desired information for replacing them. F. F. Silver, owner of the farm, asserts he has record of every breeding animal he has ever had on the farm. When a regular customer desires a boar that is unrelated to his herd, Silver can examine his records and determine just what will be required in the way of breeding.

In addition to his herd records, W. H. Charters, Butler, Missouri, maintains a filing system which enables him to trace the origin of his customers. He records each inquiry and indicates its source. When he makes a sale he can tell by examining his card index whether he first got in touch with the buyer through advertising, and in what paper, whether by personal contact, circular letter or by reference. This is a great aid in helping him to select advertising mediums and in determining which methods make the most sales.

Business Principles. — Honesty and fairness are necessary for an enduring business. Beyond this, custom implies certain services in the sale of purebreds. Some of these have already been mentioned. The breeder must not be negligent in delivering what he sells. As a reminder the American Jersey Cattle Club has prepared a code, printed on a single sheet and bordered, suitable for framing. It has been adopted by a number of the state associations, as well as the national organization, and commended to their members.

The code is preceded by a preamble in which the position of the breeder and his business is defined and progress of the industry is noted. To quote from the second paragraph: "At this point in its development, when the purebred idea is rather well established and when the fraternity of breeders needs to give increasing attention to the protection of the good name of purebreds, it is fitting that leaders in the breeding industry should not only bind themselves closer together for mutual advantage, but should work harmoniously and closely for the benefit and protection of those who are joining their ranks."

"Breeders' Business Code

"1 — Animals offered for sale must be from Federal Accredited herd or have passed a satisfactory test for tuberculosis within the past year.

"2 — Bulls offered for sale must be from dams having either official or herd improvement association records of not less than 350 pounds of butterfat.

"3 — Every bull over one year old is guaranteed a breeder providing the buyer's cows are in good condition. An animal is to be considered a breeder if he has sired two or more living calves in the herd of the purchaser. If not a breeder, the animal shall be replaced by one equally as good or to be returned to the seller in good condition and purchase price refunded at the option of the seller. In case of exchange, buyer and seller each are to pay transportation charges one way. If the animal is taken back, the seller pays transportation charges.

"4 — Every cow or heifer over one year old when sold is guaranteed a breeder and taken back or exchanged on the same basis as for bulls.

"5 — The seller must call attention to any unsoundness of udder or otherwise. But if an animal sold as a heifer (previous to having dropped first calf) proves to have a defective udder when she calves, it is the purchaser's loss.

"6 — The registry certificate and recorded transfer are to be supplied by the seller at his own expense, and the transaction is not complete until these papers are in the hands of the purchaser.

"7 — Price quoted shall also specify crating and delivery cost."

This code could well be adopted by any breeder. To it should be added a paragraph admonishing the breeder against by-bidding, conniving, fake sales or other fraudulent practices in the marketing of purebreds in an effort to increase prices or create fictitious values.

Moore's Rules of Selling. — The whole matter of business methods is summarized in what Merton Moore, Carnation Milk Farms, calls the rules of selling. "There is nothing more important in selling than a good picture and an attractive pedigree. Next is promptness in answering inquiries, the kind of letter that is written, the literature that is sent, and finally the method of following up inquiries.

"Any good purebred that is going to be sold is worth feeding and fitting so it will show to be as good as it actually is. A breeder may not consider he has time to fit his stock. He must find time. It is a part of his business. There may be a difference of $150 between a thin, rough, dirty, long-haired animal and the same animal clean, neat and in good flesh. I've seen cows go into the sale ring worth $500 and bring $150 because they were thin, rough and unfitted. Some buyer may be able to see the real value of the animal through the lack of condition, but there are not likely to be enough others to give him any competition.

"Just telling the prospective purchaser that an animal would look good if it were fitted doesn't convince him. The automobile salesman doesn't try to sell a dirty, greasy, battered car for a new one. I begged a friend of mine to buy a heifer out in the pasture during fly time for $300. Three months later the same man came back and offered $500 for the same heifer, cleaned up, heavy with calf and in good condition.

"Advertising should not be done until the breeder is ready to sell. He is not ready if the animal is not attractive. He is not ready until he has a good picture, a pedigree, unless he is prepared to answer inquiries within two days of the time they come. I know a man who sells dogs. He has good dogs, too. He advertised them. He had about 200 inquiries in two days. He wasn't prepared for such response. He had no pictures, no form letters, no pedigrees. He had to give up.

"No breeder can sell to advantage without pictures and I can almost say he cannot fail to sell with good ones, ready

to send out when inquiries come. He will sell more animals by just sending a picture by return mail and saying ' This is it,' than he can sell with all the descriptions he can write. I sent a picture to a man in Madrid, Spain, one time and sold him that bull for $1,250 before he ever received the pedigree.

" Unless a breeder is willing to buy a camera and learn to take pictures, he shouldn't advertise, but unless he does advertise in some way he cannot hope to realize what his animals are worth. Ninety per cent of a breeder's chance to sell animals at high price will come from outside his neighborhood. Prospective buyers from a distance want to see a picture before they visit the farm and if they see a picture, the chances are they will buy before they come. Ninety per cent of the animals I sell today are sold by mail to people who buy from a photograph and a pedigree.

" Of course a poor picture is considerably poorer than no picture at all, so the breeder shouldn't get the idea he can send out a picture and tell a man it isn't very good. A good picture can always be obtained with a good animal. The main thing is to stand the animal broadside to the camera, on all four legs, and then have some one come sneaking out from behind a tree or bush in front of him. This makes him throw his head up and his ears forward. Good pictures are fundamentals of livestock sales.

" It will take an hour to write a letter that will tell a man as much about an animal as a pedigree will tell him. Pedigrees are so cheap that one cannot afford to be without them. It is possible to buy 25, but if an animal is good 50 are none too many. A printed pedigree is much more attractive than one multigraphed or reproduced on a duplicator, but costs more in small quantities. If an animal is going to sell for $500 a printed pedigree will facilitate the sale and 200 printed copies will cost very little more than 200 duplicator pedigrees.

" When pedigrees are ordered a description of the animal should be sent along. Also any good points about the

animal should be included. The breeder knows that the dam of the heifer led the cow testing association last year, but the pedigree people don't.

" A man who has advertised, who has pictures and pedigrees, is ready to sell, but his job isn't done. A fourth requirement is answering inquiries without delay. One day of delay will reduce the chances of selling materially. Three days will likely prevent making a sale with the first letter. Delay of a week is almost equivalent to not answering at all.

" A small illustrated booklet about the herd and the herd sire will save time and money and will answer an important question in the mind of the purchaser. A typewriter will permit the breeder to write a short, neat letter that will be easy to read. It also will enable making a carbon copy for reference, which is often very important. A letterhead is valuable but not indispensable. An attractive letterhead will tell a story and help to make sales.

" One more sale out of five inquiries is possible by following up the first letter. Those persons who did not reply to the first letter should be tried again in 10 days or two weeks. They should be told some new fact about the animal or the herd or — if all has been told — merely remind them of the strong points of the pedigree, which might have been overlooked.

" Perhaps a ninth point should be added. Some breeders forget to sign their names, to inclose the picture, the pedigree or both, and they neglect to put sufficient postage on the envelopes. Paying due postage doesn't put people in the mood to buy. It ought not to be necessary to call attention to the fact that a letter in the writer's pocket doesn't improve any with age and it can't sell stock."

In 1927 Mr. Moore sold an animal for every five inquiries he received. That is a good record, but he contends he is striving to do even better and that no breeder should slacken his efforts no matter how high his proportion of sales to inquiries is.

CHAPTER FIFTEEN

MALPRACTICES IN SELLING PUREBREDS

The purebred industry has suffered through the activities of unscrupulous men. In this respect it is no different from any other business. During the period of purebred price inflation, particularly, many dishonest men affiliated themselves with the trade in purebred animals. They were factors in the inflation and as a consequence were responsible in many cases for the ruin which accompanied deflation.

Publishers of farm papers, breed journals, their fieldmen, auctioneers, breed association representatives, sale managers and breeders themselves were involved. Scores of breeders were guilty of malpractices. Hundreds tolerated the system because they knew that opposition meant ruin. Thousands contributed their money unknowingly. They were the lambs. Many, many breeders were bankrupt directly and indirectly by the activities of groups of opportunists.

A few examples have been selected to show how the system worked. Of necessity names are omitted because in most cases proof of guilt cannot be made. In some cases the information was obtained first hand from victims, in others from competitive fieldmen and in still others by observation. In a few instances an attempt was made to obtain affidavits so that names could be used but in no case was an informant willing to give a sworn statement. Nevertheless many will recognize them to be true examples of practices that have become far too common for the welfare of the purebred business. These citations are given, herewith, as a warning to the inexperienced and the unwary and not in an effort to destroy confidence in the breeding business. It must

be understood that these cases do not apply to hundreds of breeders who kept aloof from the dishonest manipulations of the few. No charges are expressed or implied against the honest publishers, fieldmen, breed association representatives, auctioneers, sale managers or others who have been connected with the business. Many men from all these callings passed through the period of inflation when opportunities for illegitimate gain were rife without departing from a policy of strict honesty. In fact some men contend that malpractices such as those cited in the pages that follow were rare. But dishonesty in purebred trade was so common that most men familiar with conditions at that time admitted its existence. And it exists today. It will continue to exist so long as human nature remains unchanged. It is true that dishonesty has not been so common since deflation occurred because most of the men who practiced it sought other fields. But as soon as the opportunity for gain recurs they may be expected to become factors in the market again.

The Dishonest Fieldman's System. — The exploiting fieldman has been the ringleader or at least the pivot around which the system revolved. He may not have been the biggest grafter in a given group, but he was the important link in the vicious circle, if not by choice or leadership, then by virtue of his position. How he functioned has been explained by S. T. Simpson, former member of the teaching and extension staffs of the Missouri College of Agriculture, a former fieldman for the Pierce Publications, former director of the livestock department of the Missouri Marketing Bureau, a Duroc Jersey breeder and at present traveling representative of the Producers' Livestock Commission Association, East St. Louis, Illinois.

"The once lucrative system is all a dream so far as the present (1924) is concerned," said Mr. Simpson. "All that is left are notes given for the purchase of stock, a multitude of long-legged, unmarketable hogs, a lot of wind-jamming, self-styled auctioneers running around with their

pants torn and some ten or twenty thousand ' suckers ' who now realize the errors of their ways.

" During the ' Palmy days ' the most popular and most ' successful ' fieldman was the fellow who could sell the most space on promise to buy or bring bidders to the sale, and when sale day arrived be able to bid on everything and not have any purchases left on his hands. This individual was conspicuous at all times, but especially at a sale.

" Sometimes he sold space on strength of his big list of buying orders which frequently were ' canceled ' just before sale day, especially if he failed to make a big showing at the auction.

" The fieldman would convince a breeder that he had a wonderful boar, which if properly advertised and exploited would bring renown to his owner and a consequent country-wide demand for his get at extreme prices. And strange as it may seem some normally sensible men ' fell.' They spent money in ' putting over ' a $25 farmer boar into the ' thousand dollar ' class. Stranger still, buyers frequently let themselves be deceived and accepted the boar at the breeder's and the fieldman's valuation.

" Such boars were frequently never seen by buyers of his get. He would be sick on sale day, or leased for 24 hours by a neighbor. If he were presentable he might be brought into the sale ring just before the auction opened. His appearance was the signal for prolonged cheering by the profiting fieldmen. Then speeches by the presiding officer, the auctioneer and probably the fieldmen were in order.

" When the sale opened the first offering would likely be a ' choice ' gilt by the boar, on which some inexperienced bidder had previously stated his limit in confidential counsel with a fieldman. The fieldman of course always helped the breeder set his limit plenty high enough and then bid the gilt in at a little above the limit he had recommended. Remember that the buyer would be perfectly able to do his own bidding. He stood for the boosted price merely because he could not afford to offend a fieldman.

" Perhaps the animal would be a boar for which the owner had no further use. He would be started at a high price but seldom with a real bid. I have seen them started at $500 and boosted to $1,000 without an actual bid. The situation was of course understood by the auctioneer and the bidding fieldmen. Finally some unshorn lamb would fall and buy the boar on his first bid. This always occasioned ' regret ' from the fieldmen that their limit was not sufficient to permit them to run the animal any higher.

" Of course the ' best ' fieldman was the one who could actually buy hogs, ship them to his victims and make the sale stick. The breeder in such case was afraid to refuse because he would likely have a sale of his own approaching and would expect the fieldman to attend and render ' service.' I know of one firm which sold their spring pig crop for $9,000 and were planning a bred sow sale. That made them a mark for all the fieldmen from whom they had bought space. These self-appointed purchasing agents bought and shipped to the firm without a single order $6,000 worth of stock before they finally refused to accept any more.

" Sometimes a fieldman would carry a legitimate bid and it functioned well, especially if a high limit had been stated. The fieldman would arrange with another fieldman to run the animal nearly to the limit so that it would bring as much as possible. There would in reality be no competitive bid on such animal, but where the fieldman was serving both seller and buyer he contrived to sell the animal at or near the limit set by the man who had trusted him with the bidding.

" Occasionally two fieldmen would carry bids on the same animal. In this case they flipped a coin to see who would be the successful bidder. They would then run the animal to the limit and the successful bidder would return the compliment by running a substitute animal up to near the limit for his accomplice.

" Then, of course, there were honest sales and purchases

in which the buyer would be protected if he were a valued customer. But usually the seller was given the advantage and the buyer took care of himself as best he could if he were absent. One thing certain, buying through fieldmen always resulted in paying the limit because fieldmen had to ' make good ' with the men who had bought advertising space in their papers.

" Auctioneers played a minor part. They knew when to sell an animal and when to hold it for a legitimate bid. Sometimes they and the fieldmen had an understanding made with the owner before the sale regarding the disposition of certain animals. Certain fieldmen had auctioneers whom they recommended to buyers of advertising space. The auctioneers in turn protected the fieldmen in any fictitious bidding they might care to do, invited the fieldmen to give opinions or make speeches which was good advertising for the fieldmen. It gave them an opportunity to be seen and heard, to impress their importance upon those in the audience or among the spectators who might some day hold a sale of their own."

The unscrupulous fieldman picked his victim with care. He would call upon a strange breeder and compliment him upon his herd. Perhaps he would not mention advertising, but would express his surprise that the breeder had such a wonderful sow herd. If the world only knew of its quality and uniform excellence, buyers would come with open purses and beg to be allowed to acquire their produce. Sometimes the fieldman would know just where the breeder could get the right kind of boar to use on those sows. At other times he would suggest that " if the right kind of boar " be used the breeder could hold a record sale. He might even inspire an invitation to look for that boar. In any event the breeder would hear from the fieldman ere long. He might even receive a telegram announcing the fieldman's discovery of a boar which crossed on those wonderful sows would bring litters abounding in potential champions and sale toppers. Usually the plan succeeded.

If the breeder had sufficient capital or credit he became the victim of systematic exploitation. All the fieldmen in the territory descended upon him. If he could afford a high-priced boar and played the game according to the rules he received flattering attention. Voluminous field notes were written about him. He bought "big copy." He attended sales of other breeders and bought stock at inflated prices. He found himself in the whirl of big breeding business over night. He remained one of the "leading breeders of championship animals" just so long as he continued to pay, to buy advertising space and to accept the animals bought for him by the exploiting fieldmen.

Sometimes an obscure individual with more money than good judgment would buy a high-priced boar. Immediately he would become a breeder. He would be in the breeding business. It was then the unscrupulous fieldman's opportunity to sell him some sows. If the new breeder's money held out he received all the attention of a potentate. The system outlined in the previous paragraph was employed. He was led to "tell the world," through the advertising columns of the fieldman's paper, about his herd.

Few of the men whom this type of fieldman singled out failed to respond. Depend upon a fieldman to discuss learnedly the "lines" of breeding, "blood" lines, the "type" and the "kind the judges and the packers like." If the victim did not yield to his discoverer's persuasion, then fieldmen of other publications could take up the scent. The breeder eventually would become convinced that he was an unknown benefactor of the breed and the world in general. After that he was systematically bled or became a party to the exploitation of his fellows.

A Missouri Poland China breeder bought a boar for $1,100 through a fieldman who later became an auctioneer. He considered the animal worth the price and asked for no discount. A few days afterward he received a check for $300 from the fieldman which was represented to be the fieldman's commission. Yet the fieldman is required by his

employer to perform such service in the regular course of his duty. Why the refund was made remains unexplained to the breeder.

A Kansas Duroc breeder became the victim of systematic exploitation by a local banker and a breed paper fieldman. He was induced to sell his farm and to buy one near the town where the banker maintained his business. Times were good and the banker extended unstinted credit. The breeder admits that he was careless, but this did not absolve the banker who gave the fieldman an open order to buy anything that he considered good and ship it to the breeder's farm without notification. Hogs arrived by twos and threes every day during the sale season. The fieldman always knew where he could place his purchases and he used the standing order effectively in promoting his own interests and those of his paper. The banker paid the bills but charged them to the breeder. The result was inevitable. The banker withdrew credit when the slump came. There was no evidence to indicate the banker's responsibility. He obtained possession of another breeder's farm and herd in the same community by the same method.

Boosting Copy Sales. — Overselling of advertising is another common practice of dishonest fieldmen. The business they get determines their standing with their employers. Consequently the injudicious breeder is likely to be sold as much advertising as the fieldman thinks he can pay for and in many cases he makes the schedule just as heavy as possible. One fieldman during the war, when competition in his state was strong, consistently sold his customers just as much advertising as he could in an effort to eliminate competitors. If the breeder paid the bill all well and good, but if he complained or was unable to pay, the bill was reduced to an amount consistent with his receipts from the sale. One obscure Hereford breeder was sold $1,800 worth of advertising in the hope of loading him so heavily that he would feel unable to use any competing paper. His advertising bill was nearly half his gross sale receipts.

A Missouri fieldman sold one of his clients $500 worth of advertising. A contract was made in duplicate and the breeder was given a copy of it. In this case the contract called for a given amount of advertising to run a specified time. After the schedule had expired the fieldman presented a bill for $1,100. The breeder, without consulting his contract, paid $600 on account. Then he remembered that the bill was too large. Investigation disclosed that the $1,100 worth of advertising had been run in the paper. The fieldman had merely raised the order to increase his total sales of advertising. How did his action differ from raising a check or forgery? That was a common practice with this particular fieldman. In another instance he actually signed a breeder's name to a contract without consulting him.

The Fieldman-Auctioneer Combine. — A young Nebraska farmer fell the victim of a fictitious sale. He owned a section of land and it was clear of debt. He became imbued with the desire to breed hogs. He fancied himself referred to in the columns of the breed paper as "one of the boys" who would "make them all sit up and take notice." He took his wife to a hog sale one day. It so chanced that this sale was the one which a group of fieldmen, an auctioneer and a breeder had selected for "putting over" a boar. Those were the days when nothing short of a $10,000 boar was worth advertising. The aforementioned worthies consulted before the sale. The breeder bought the boar for $2,000 before the auction opened. When he was brought into the ring the fieldmen began bidding.

Up, up, up went the price. It started at $1,000 and mounted, according to agreement, to $10,000. Then the auctioneer in carrying out his part of the program paused to ask whether that assemblage of buyers was going to let a boar of that excellence sell for the paltry sum of $10,000. He made quite a speech to make the sale seem real. Finally, he concluded, if that were the valuation they placed upon such wonderful breeding, such animal excel-

lency, why he could do no more. But before he could declare the boar sold some one bid $10,025. It was the only legitimate bid in the whole transaction and it came from the young farmer with the section of Nebraska land. The breeder who had previously bought the boar decided suddenly to take his profit and let the bid stand. The young farmer had bought the boar.

In this case, the buyer did not fare so badly as might be expected. The conspirators, conscience stricken if that were possible, called a post-sale meeting and decided to do as much for the actual purchaser as they had planned to do for the breeder who had been a party to their fraud. They "got behind" the boar. He was given all the publicity they could deliver. He was hailed from one end of hogdom to the other as the $10,000 boar. His get were sold to other victims at fabulous prices. Thus additional fraud was committed in righting the first.

In a Missouri sale was offered a Duroc gilt which a breeder thought, from her pedigree, might find a place in his herd. He asked a fieldman who had seen her whether she were a creditable individual and upon his assurance that she was, the breeder asked that she be bid in for him. Before the sale was held another fieldman for a competitor paper chanced that way and learned of the order. This second fieldman was a friend of the auctioneer who was to cry the sale and they worked together. When the gilt was sold she went to the auctioneer, who owned a farm and a Duroc herd, at a price beyond the limit which the first fieldman had been authorized to pay. An inferior gilt was bought by the second fieldman at the maximum price the breeder had mentioned and she was shipped to him as the original gilt.

A group of fieldmen and the auctioneer held a conference just before a sale of Nebraska Duroc sows. The breeder had advertised extensively and the presence of fieldmen was assured by that advertising. According to custom they were obliged to do all they could to make the sale a success. The auctioneer had been guaranteed his fee. Neverthe-

less the fieldmen decided that they were entitled to more than the salary received from the publisher and the auctioneer saw an opportunity to obtain a bonus. Among themselves they agreed that the sale ought to average $1,200 if they all worked hard, but they should be paid for the extra effort. Accordingly they called the breeder into their conference and suggested that the average they had determined upon might be obtained for $5,000. He agreed.

The $1,200 average was made and the $5,000 was divided among the fieldmen and the auctioneer. But they had reckoned without an absent breeder. A Californian had sent his herdsman to represent him at the sale. The herdsman was persuaded by the conspirators to buy a sow for $10,000. The breeder, fieldmen and auctioneer were called to an Omaha hotel to face the victimized buyer. The breeder refused to make an adjustment, because, he explained, he had paid $5,000 to insure that average and the guarantors were responsible. The Californian was referred to them for settlement.

Insuring Business. — The exploiting fieldman was not always willing to depend upon his ordinary powers of persuasion to get business. He aligned himself with an auctioneer and together they fared forth to "line up" sales. They became so bold as to arrange sales in series, to prescribe the date on which each breeder should sell, the amount of space he should take in each paper and the auctioneer whom he should employ. The breeder rarely balked. His investment and the success of his auction were at stake. He knew the power of the combination. He considered it "good business" to comply even though he secretly revolted. A few breeders refused to accept the peace terms and they were summarily punished. One Missouri breeder won the fight that resulted from his refusal, but his advertising bill in combating the enmity of two breed paper fieldmen was $5,000 the following year.

The *Swine World* Exposures. — During the fall of 1923 the *Swine World* exposed the exploitation of a breed of hogs

by auctioneers, fieldmen, breeders and one of the record association secretaries. In one case an auctioneer bought from a man who had employed him to cry a sale a boar and gilt, consigned to the sale, for $650. The auctioneer represented himself to be the agent of a Kansas breeder. The boar was run through the sale and sold to an Iowa breeder for $5,050 and the gilt was bought by another Iowa breeder for $700. The auctioneer's profit in this deal was $5,100 and in addition he was paid $1,000 by the breeder for crying the sale.

In another case an Illinois partnership offered a boar for sale. A fieldman sold the boar to an Iowa breeder after the man who had been selected to judge the breed at the Iowa State Fair had guaranteed to make the boar grand champion of the show. The purchase price was fifty-six purebred gilts and four promissory notes totaling $20,000. The sellers paid the fieldman $250 in cash and gave him a note for $1,500. They also paid the Iowa State Fair judge $250 in cash and gave him a note for $1,500.

The same three men were involved in another transaction, according to evidence supplied by the *Swine World.* Two of them acquired a boar for $900. The third sold the boar to a breeder for a fourth of the proceeds from the sale of 90 bred sows which the breeder was to dispose of in two auctions. A fourth man was taken into the partnership and each therefore invested $225 in the purchase price of the boar. They were to share the 25 per cent of the breeder's gross sale receipts. The buyer was made to understand that the boar had cost $4,000.

Two of these men were advertising representatives of breed papers and one was an auctioneer. Their plan, as one of them stated, was to boost for the breeder who bought the boar so that their 25 per cent of his receipts would bring as much cash as possible.

The Helpful Sale Manager. — But the dishonest auctioneer and fieldman are not alone in manipulating the opportunities for personal profit that are presented in the

purebred business. Some sale managers have been involved in the same practices. Their success and the demand for their services depend upon their abilities in making good sales. It might be expected, then, that they would be found bidding to help boost prices.

Frequently the sale manager takes a place in the auctioneer's stand where he reads pedigrees, makes announcements, comments on the offerings and serves as an assistant auctioneer. He sometimes indulges in by-bidding or boosts bids when the auctioneer apparently is unable to get a raise. At such times he may be the competitive bidder against a buyer or he may form one corner of a triangular contest when a desirable animal is in the ring. He has greatest opportunity as a bidder when the crowd is large and animals are moving briskly through the ring.

Occasionally he is the successful bidder and must buy. However, he does not hesitate to bid on this account because if he is a professional sale manager he needs only to keep the animals until he holds the next sale or until such time as he considers propitious. Sometimes he is able to dispose of the animals at private treaty because of his wide acquaintance. He is not cautiously secretive about his purchases in his conversation with consignors because the fact that he buys is good advertising. It is just one more argument in favor of his employment by the breeder who has an auction in prospect.

In one Kansas dairy cattle auction the sale manager bought four animals. That his successful bids were not legitimate was indicated by his remark to a group of consignors after the sale. Said he: "I bid four times too often and got stung." On how many more animals he bid no one knows. His bidding, no doubt, was gratifying to the men who sold cattle but to what extent was he responsible for making buyers pay more than they would have been required to do if he had not been a competitor?

The sale manager frequently is consulted by prospective buyers before the sale. That gives the unscrupulous man-

ager an opportunity to bid against any man who is so indiscreet as to express a desire to buy a given animal.

How useful the sale manager can make himself is indicated by a transaction which took place in an Oklahoma Shorthorn sale. As the first bull was led into the ring the sale manager discovered in the crowd the representative of a famous Oklahoma ranch who had been reported to be planning a Shorthorn herd foundation. The sale manager called him to one side and after a few minutes of consultation, during which the auctioneer marked time, the ranchman bid the bull in for $310. Then the breeder who was holding the sale and the sale manager sold the ranchman 10 heifers from the offering at private treaty.

As the sale manager explained: "We ran these through the ring which started things off nicely." In other words the cattle, having been purchased previously by the ranchman, were run through the ring and rebought by him at whatever price suited his fancy. He had an opportunity to run the price up (that cost him nothing because they were his own cattle) and obtain the advertising that would attach to buying the ten highest priced animals in the sale.

Such action is sometimes excused by the explanation that the buyer desires to confirm his own judgment. If he is forced to bid more than he paid for the animals, then he considers that his pre-auction purchase was a good bargain. But this practice is fraught with danger to the innocent bidder. In the first place, every man who attends the sale is entitled to the opportunity to bid on every animal cataloged. There is always a possibility that the new owner will run an animal up until the profit becomes attractive and let the unsuspecting bidder buy it.

Even when the new owner bids all of his pre-sale purchases in, the practice is vicious. In this particular case the ten heifers were run through the sale first to "start things off nicely," in other words to establish a false precedent, a fictitious value for that particular sale in the hope

that buyers would be influenced by the high prices which the first ten head brought.

Arrangements of this kind are sometimes made by the breeder himself, but it is much more conveniently done by the sale manager. Even though some breeders become parties to such practices, many would hesitate to take the initiative.

Manipulation in the Show Ring. — Because of the advertising value of show ring prizes, and the effect which winning has upon selling, the temptation to defraud is sometimes too great. The *Swine World* exposure of fraud contained an instance of a direct bribe to the judge at the Iowa State Fair. This same judge at another show had placed an animal fourth in its class because its owner had written an article in denunciation of malpractices among fieldmen. After the judging had been completed he admitted to friends that the animal had been the best in the show.

But more frequently the dishonest judge's bribe is indirect. The man whose stock he judges at the American Royal Live Stock Show may be the judge at the International Live Stock Exposition where his own stock may be exhibited. Some men have the courage to place the animals as they see them regardless of what some exhibitor may do to their stock when the rôles are reversed.

Dishonest judging is extremely hard to detect. The crookedness of judges is discussed at nearly every show, especially by unsuccessful exhibitors, but the evidence is almost all if not entirely circumstantial. Disgruntled spectators or exhibitors can usually find excuse for such charges or can cite circumstances which seemingly support them. That dishonest judging is practiced there can be no doubt, but it is not nearly so prevalent as ringside comment would lead the inexperienced to believe.

An occurrence at the American Royal several years ago would seem to justify the criticism. The judge was a man who is high in the councils of the breed. Among the exhib-

itors were a few who had been closely associated with the judge in breed affairs. One of these exhibitors in particular seemed to be favored by the judge. It was charged among herdsmen and spectators that the judge was influenced by business relations with the successful exhibitor. As a test several of the herdsmen placed the four calves entered in a given class by an obscure breeder. They designated the owner of the calves to hold the best one and the favored exhibitor's herdsman, who was known to the judge, to hold the poorest of the four. When the class was placed the poorest calf stood near the top, about second or third, and the best calf of the four stood seventh or eighth.

This seemed to be a conclusive test, but was it? It must be admitted that the combined judgment of the herdsmen and breeders who placed the four calves was as good as the judgment of the judge. Yet he might have been honestly mistaken.

Suspicious souls charge that breed association secretaries frequently exercise undue influence upon the judges. Certainly the secretaries nominate the judges at many fairs, and there is a chance that they name men who will favor the officials' friends, the breeders who are responsible for keeping them in office. Such practices may be common, but there is no conclusive evidence to support the contention.

But dishonesty in the show ring is by no means confined to the judging. Some exhibitors are not beyond reproach. Several years ago a Nebraska breeder took a show herd of Durocs to one of the Kansas State fairs. Another breeder who desired to be neighborly lent him a gilt which had won a championship at the Nebraska fair. She was shown in Kansas under the name of an animal bred and owned by the exhibitor.

A California woman bought a boar from an eastern breeder on the assurance that he would be made grand champion of one of the California fairs. Unfortunately for her, the man who judged the show was honest. The woman requested the judge to pass upon her boar in his

pen because he was not at that time able to stand upon his feet, and when he refused she filed protest against his judging.

A Poland China breeder exhibited a boar at the Kansas Free Fair in Topeka and won the grand championship. The next week the boar was entered at the Kansas State Fair, Hutchinson, as the property of a partnership. He again won the grand championship. But other exhibitors protested. Rules of the fair require that change of ownership within 30 days prior to exhibition disqualifies an animal. The man who showed the boar at Topeka and his new partner maintained that the partnership had been formed 30 days before. The breed association had no record of the transfer and, furthermore, breeders who had exhibited at Topeka testified that the partnership had been formed on Wednesday of the preceding week after the boar had won the grand championship at the Free Fair.

The second partner in this boar was involved in a scheme at the Iowa State Fair the next year. He had shown the grand champion sow at the Missouri State Fair and had shipped her along with the rest of his show herd to Des Moines. A Missouri breeder who had previously been a partner with this man in the Poland China business arrived in Des Moines late and made a post entry of a sow of his own, but the Missouri champion was driven into the ring under the name and entry number of this sow. Misstatement of age and entering animals out of their classes sometimes are practiced.

The Publisher's Rôle. — A number of farm and breed paper publishers have had a major part in much of the exploitation of purebreds. They have either sanctioned the operations of dishonest fieldmen or they have overlooked their operations. The publisher has not been averse to giving "editorial support" to a good advertiser. The fieldman should not be authorized to guarantee a "write-up" of a breeder's herd, but unfortunately he has been able to do so.

During the period of purebred frenzy which followed the war, a bull was sold by a breeder in one of the northern states to another breeder in an adjoining state. The purchase price was alleged to have been $50,000. The buyer had a sale scheduled. The fieldman of a state farm paper who had sold some advertising on the auction was on hand when the bull was bought, obtained all the necessary facts, wrote a story and forwarded it with a picture to the home office. The story was set and scheduled to run on the cover page.

The story was likely worth that position in the paper in consideration of the news value even though it constituted a good advertisement. That was the first bull of the breed ever sold for so great a price. That fact alone would justify the story, but that was not the consideration in this case. The proofs of the story were brought to an associate editor for reading. When he had corrected the proofs he remarked to a representative of the livestock advertising department that it was a good story. "Yes," that worthy remarked with a wink and a wise nod of his head, "and it will run just a week before his full-page sale advertisement." Later it was learned that the bull actually had been sold before the sale for less than a third of $50,000.

From the point of view of the editor no pictures of a livestock show have greater news value than those of the champions. Few papers have space for printing pictures of all champions so that there is no reason other than commercial for printing the picture of a third, second or even a first prize animal. Yet the livestock advertising department of one group of farm papers maintained a censorship over the show news and rarely did the non-advertiser's champion appear in those publications. "This is news," said the censor in effect, "this second prize stallion" — because his owner advertises. "That grand champion Hereford cow from Texas is not news" — because her owner does not advertise in these columns.

Sometimes the publisher goes out and purchases some

purebreds on his own account — to " make good " with a disgruntled advertiser who complains that he does not get results from his advertising. In one such case the publisher of a breed paper went to a sale and bought two cows. He had no use for them. He merely felt that he should help the sale a little inasmuch as the breeder had been a good advertiser and felt that he had not received full value for his money. The two cows were sent, without previous arrangement, to the farm of a nearby breeder who had scheduled a series of sales in the capacity of sale manager. That was perhaps no breach of etiquette in those days. But the publisher requested that the animals be included in this breeder's sale and when they were bought on credit insisted that the breeder pay him for the animals and accept the notes. When this plan failed, the publisher sought to replace his probable losses by selling the breeder a heavy advertising schedule for his forthcoming series of sales. The publisher's fieldman called with the advertising contracts made out and told the breeder how much money he would need to spend with the breed paper to make the sales succeed.

Editorial support in the breed paper is thinly veiled. Whether the picture of a Duroc boar on the cover page of a breed paper was coincident with a full-page inside back cover advertisement in the same issue the reader may judge. In the May issue of the same paper appeared a half-page advertisement of an Ohio breeder. In the same issue were two pictures of this man's hogs run as editorial matter. Also in the same issue was a page advertisement on page 73 of an Indiana breeder. The whole of page 33 was devoted to an article on the herd, its owner and his wife. A double-page spread advertising the herd of a South Dakota breeder, pages 40 and 41, called forth an article on page 77 and two field notes, one on page 63 and one on page 80.

Not by any stretch of the imagination could these stories be considered feature articles, nor is it likely that they were intended as such. There is little question that they

were a consideration in the purchase and sale of the advertising. They might have chanced to appear in the same issue with the advertisements, but constant recurrence of this combination in the same publication eliminates the theory of coincidence.

For a paper to print a story about one of its advertisers is no breach of ethics — if the advertiser's accomplishments are worthy of the space. These stories were written by a member of the livestock advertising staff, which is admittedly no crime, but they were merely extended field notes, which are advertisements. Postal regulations require that they be labeled such, but these exaggerated effusions, containing not one constructive statement, not one hint about the subject's accomplishments, were palmed off on the reader as editorial matter.

This same issue of the paper contained a story by a Missouri breeder's wife on her husband's herd. She used her maiden name in signing it. To all appearances it was a story by a free-lance writer. It appeared just before the breeder scheduled a series of advertisements on his sale. There apparently was an understanding that the article was to appear before the advertising, because the breeder took occasion to remind the editor that " our " article had not appeared in the preceding issue and in the same letter he called attention to his sale and his advertising contract. He further stated he likely would use some more advertising.

Boars are appropriate pictures for swine paper covers and there is no particular objection if the publisher prefers to use his front covers for advertising purposes, but to comply with the law the picture should be labeled " advertisement " if its appearance is a consideration in selling advertising, whether or not the copy and picture run at the same time.

Several years ago a lawyer decided to become a hog breeder. He had plenty of money. He bought a long-legged boar pig and began to advertise it. One of the breed papers adopted that boar and his owner as its own. For

three or four years the boar was heralded as the greatest animal of the age and his owner was the peer of the breeding world. Hardly an issue of that paper appeared which did not contain a picture of the boar, and, of course, the advertisement was always there. Long articles in praise of the boar and his owner well-nigh exhausted the supply of superlatives. The animal became a "paper" boar and his owner a "paper" breeder. As long as he spent money in advertising, his boar was the leading sire of the breed.

The campaign started when the boar was a pig. He was proclaimed not the greatest potential sire of the breed, which almost any well-bred boar might become, but as the greatest sire of the breed — before he was six months old. Now a boar's ability as a sire must be proved by the pigs he gets, but that fact did not deter the fieldmen who wrote the articles and advertising copy nor the publisher who sold the advertisements.

More was written and said about this boar in five years than probably was printed or said about any sire of any breed in all time. The fieldmen, the breed paper and the owner's money put him over. The paper's estimation of him was accepted. He was never shown. But always in the stories, field notes and the advertisements he was referred to as the greatest boar of the age. He was in fact a creditable individual and proved to be a fairly good sire, but he was no better in both respects than hundreds of herd boars. The first of his get to be shown received only mediocre attention. But the campaign of "putting him over" continued. The best sows in the country were bred to him. He would have been mediocre indeed if he had not produced creditable litters under the circumstances. His get finally began to win and this was the signal for bigger advertising appropriations from his owner, more stories, renewed frenzies and fresh superlatives in his praise.

The lawyer has now returned to the real estate business, the breed paper has dwindled from the proportions of a

mail order catalog to those of an almanac, the publisher and his fieldman are looking for another boar with an owner who has the money to " put him over," and the victims are paying interest on the money they invested in stock of that " paper " boar's breeding. One Poland China breeder said that this lawyer-real-estate-dealer-breeder's herd broke more men than any other herd in the country. Was the herd or the breed paper responsible?

The Spurious Breed Association. — Another form of fraud in connection with the purebred business is the so-called livestock improvement association. These organizations, usually backed by high pressure " blue-sky " stock salesmen, fieldmen, auctioneers and breeders whose consciences do not interfere with their desire to make money, sell foundation stock at high prices and contract with the victim to buy increase of specified breeding and qualifications at a given price. One such organization dealt in hogs. It sold gilts to farmers for $150 at a time when animals of equally good breeding could be obtained in unlimited numbers for a third that price. The contract which the farmer received apparently obligated the organization to take the gilts produced from the sows at $75 a head. It is questionable whether the agreement could have been enforced or whether the contract was worded so as to be binding.

The organization placed salesmen in the field to sell sows and to obtain members in the organization. As long as the salesmen succeeded in placing the gilts the association could continue to abide by its contract, but every gilt sold necessitated additional customers within a few months. The failure of the plan was only a matter of time. The more hogs the association sold and the more members it obtained, the sooner the saturation point would be reached.

When the fallacy of the plan was pointed out the association resorted to strenuous efforts to regain confidence. Officials threatened persons who exposed them. They demanded retractions of publications which printed stories

about the swindle. Finally they held a sale. The auction was packed with members who had profited through the association. A very high average was made. Animals sold for more than farmers were asked to pay for the membership sows. It was a "fixed" sale. Reports of this auction were mailed to leading papers in the state with a request that they be published. But these reports did not go out under the association name. They were accompanied by a letter from a local newspaper. Investigation disclosed that the banker who was a principal stockholder in the association was also creditor of the newspaper.

Breeders Have Been Involved. — In nearly every case of malpractice in connection with the purebred business some breeder has been involved. Breeders have been parties to fictitious sales, by-bidding in auctions, boosting bids, misrepresenting purchase prices of animals, bribing auctioneers, judges and fieldmen. Where the breeder has not been directly involved he has abetted the plans of others by remaining silent.

Many breeders have been guilty of using the breed association for their own profit. Such practice is not so general perhaps as rumor would indicate, but it is by no means unknown. Charges are frequently made that the secretary and fieldmen of breed organizations favor certain breeders. One organization developed a field force of men who owned herds. They are reported to have used the opportunities presented to them as representatives of the breed organization for selling their own surplus and for turning business to the directors. Whether these charges are true is undetermined, but opportunities for personal profit undoubtedly arose.

The threat of exposure by one breeder who chose to hold a beef cattle sale at a time when such attempt normally would prove disastrous is credited with having made his sale a big success. Breeders and representatives of the record association are reported to have worked tirelessly to sell large numbers of his offering before the auction was

held so that they could be run through the sale and its success thus be assured. The high average under the demoralized conditions which existed in the beef cattle business then seemed to lend circumstantial support to the charge.

Switching pedigrees, false registration of animals, misrepresenting records or breeding, misstatements concerning the age of animals are not general, but they are not uncommon. The unsophisticated buyer sometimes becomes the victim of an unscrupulous breeder. D. J. Kays of Ohio State University cited a case in the *Percheron Review* of 1924:

"Every time a dealer sells a cheap stallion to a company of unsuspecting purchasers, he does the business irreparable damage. Just this last summer I saw an old stallion with all four feet in the grave, that had been sold to a company of farmer breeders in Ohio for $2,500. That much real hard money actually left this locality in payment for an old counterfeit stallion. The story of a brilliant show career long since passed submerged his present-day worthlessness long enough to close the deal. The transaction has stirred up that whole horseman community. Those who are outside the dealer dragnet are pointing their fingers at the ones who have been trapped. The community has been transformed into a hornets' nest. Mares bred to the stallion are not in foal. Breeders' confidence in the business has been given a mighty jolt. The sad part of the story is that these farmer breeders have spent their money and still need a stallion."

No matter what opportunities for profit a departure from honest dealing offers, the breeder should remember that his action will eventually prove costly to himself, to the breed and to the purebred business as a whole.

CHAPTER SIXTEEN

PUREBRED MARKETING IN FOREIGN COUNTRIES

Great Britain pioneered in livestock improvement. The British Isles are the origin of most breeds now produced in the great livestock areas of the world. The United States, South America, Canada, Australia, New Zealand have provided a market for the surplus pedigreed animals from England, Scotland and the Channel Islands.

The great beef breeds, the great sheep breeds, three of the four important dairy breeds, two of the important draft horse breeds, the light horse breeds, many of our hog breeds, save the three or four of our own development, the dual purpose breeds in this country came from the British Isles. The Holsteins came from Holland, the Belgians from Belgium and the Percherons from France.

The earliest history of purebred livestock production in the United States is closely associated with importations from Great Britain. English and Scotch breeders early recognized the livestock producing potentialities of the United States. Their herds and flocks were producing an excess over home needs. It was logical, therefore, that they should turn to the new country as an outlet for their stock. Men who came to America to make their homes brought the breeds they had kept in the old country. They sent back for more. We adopted the breeds of the British Isles.

It was to be expected that we should also adopt their methods of selling. Exporters in the islands established agencies in the United States for receiving and distributing pedigreed animals. Importing agencies were formed in

this country, at first merely as a speculation. Our early importers were likely to be importers of manufactured goods or dealers in machinery and seeds. Later the breeder-importer became a factor in the business and he persists today.

The auction sale came from Great Britain along with the purebreds. In the early days, however, private treaty was the common mode of selling because of the long distances and scattered population. Importers and dealers were responsible for the development of mail order selling. It was the expedient way of distributing their wares.

From our viewpoint we have improved upon the breeds of stock as they originally came from abroad. We have adapted them to our conditions. Likewise we have improved upon methods of marketing. Our meat animals originally were sold and slaughtered in much the same manner that the English and Scotch do today. Markets have not changed greatly in the Islands in a hundred years or more. But in the United States we established packing plants and public stockyards. Old world markets were too wasteful, too slow.

In a sense just as much progress has been made in methods of distributing purebreds. The main differences are in our system of private treaty selling including mail order. The breeder assumes a greater responsibility in the sale of his surplus animals here than he does in England and Scotland, whether his sales be at auction or at private treaty. And more breeders sell at private treaty in the United States than in the Islands.

In one respect we have not improved upon the British method. That is in the auction or at least in the conduct of it. Further there are features of the British method that offer suggestions for improvement in our own markets.

Selling in England and Scotland. — Selling in Great Britain and Scotland is accomplished by both private treaty and auction. John Thornton & Company, auctioneers, London, estimate the proportion of pedigreed animals

sold at auction to be 70 to 80 per cent and at private treaty to be 20 to 30 per cent. Breeders and livestock men from the United States, in comparing methods in the two countries, find the greatest difference in the auctions. Established marts are maintained by the auctioneers or selling agencies. In these marts, sales are held regularly, and on approximately the same dates every year. Breeders patronize these sales year after year. Occasionally a breeder who produces enough stock to make a sale of his own will have an auction on his farm, but in such cases the auctioneering company conducts the sale.

The auction is an accepted means of selling nearly all classes of livestock, but in practice a greater proportion of the beef cattle, dairy cattle and rams are marketed through this channel than of other classes of stock. Stallions, for instance, are frequently leased for service. The owner may advertise the stallion for lease or some agricultural bureau of the government may advertise a competition for selection of an animal to stand or travel in a certain district. Poultry are sold at private treaty through classified advertisements in the farm papers.

Pigs are not sold at auction to the extent they are in the United States. Some effort has been made in recent years by a few selling agencies to establish regular pedigreed pig auctions. John Thornton & Company advertised in November, 1928, " the third annual Big Pig Sale " which the announcement stated had been organized by the agency in conjunction with Theo. A. Stephens. Harry Hobson & Company advertised a sale of Large White pigs at the same time. The effort put behind this development is indicated by the amount of advertising space used in announcing the sale as compared with the space used in advertising other auctions. The company used a half page in announcing a number of other auctions but devoted a half page to the pig auction alone.

Many breeders have only a few surplus animals to sell and therefore the consignment auctions are their primary

market. Such breeders sell at private treaty reluctantly. In the first place they have come to depend upon the auctions from many years of experience. Their herds are on a production rather than a speculative basis. They are not accustomed to private treaty transactions and therefore are unwilling to trust their abilities or their own judgment of values in such selling. It is possible also that they have learned to be wary of the trader or dealer who travels through the country, and who is particularly apt in driving a good bargain.

Similarly when these breeders are in the market for breeding stock, they prefer to accept the valuation placed upon the animals they desire by the auction crowd. The judgment of an auction, devoid of speculation or where it is limited, is likely to be right near true values. Such an auction the small British breeder can patronize.

Other breeders will sell readily either at auction or private treaty or both. Sometimes the private transaction takes place through the regular auctioneering company or sales agency. Private selling is quite common and a considerable number of breeders deliberately encourage private trade by advertising. Under a heading "For Sale by Private Treaty," the farm papers maintain special columns for such advertisers in their classified departments. Some of the advertisements quote prices and even invite mail orders. But John Thornton & Company state that mail sales are few indeed and they are not increasing.

The following quotation from the *Scottish Farmer* of April 13, 1929, hints, perhaps, at an explanation for the preference which buyers and sellers alike have for the auction. The correspondent, who signed himself "A Crofter's Cow," was lamenting the disposition of the Department of Agriculture to buy Highland bulls at private treaty. After quoting statistics on the number and breeding of bulls used by the department from 1920 to 1928 he said:

"The Department have a large number of Highland

bulls, and the question is where do they get them. Probably some are bred on the Department's own farms. If they are they are not entered in the herd book and are presumably not pedigreed. The real answer is that they buy a large number of Highland bulls privately, and even then not always from actual breeders, but through what city gentlemen would term bucket shops or middlemen.

"The Department of Agriculture could give a considerable help to the annual bull sale by making all purchases at it, and the public would have the satisfaction of seeing for themselves what value was being received for taxpayers' money. It is most probable that a great number of the bulls at present bought privately by officials of the Department would never find their way to the sale when a customer could not be found at home for them. They would not be considered good enough to show in public, and would be castrated as calves. No one supposes that the officials of the Department are better judges than the breeders, who find it much easier to judge animals when amongst others of their own class than to judge them singly. There is no guarantee that the Department is not purchasing scrub bulls and supplying crofters with such. It is up to the Department to set a good example every time and in this particular case to buy pedigree Highland bulls in the ring and to cease buying nondescript ones privately. Even if the Department were buying first-class pedigree bulls privately, it is unthinkable that the sellers of such would part with them except at a very safe figure."

Although the communication is primarily a criticism of a public agency and its method of buying cattle, a number of the average buyer's objections to private treaty are implied. For instance, there is no assurance that the cattle are good; the owner must have something to conceal or he wouldn't sell at private treaty; there can be no community opinion of values; the best animals are brought forth to the public sale; it is impossible to select bulls intelligently unless they can be compared with others;

one is likely to be better satisfied with his purchase if he has the opportunity for comparison which the auction sale affords.

The Auction Company. — Sales agencies in England and Scotland may be compared in a general way with the livestock commission firms which operate on the central markets in the United States. These auction companies, however, sell feeders, fat stock and breeding animals in established markets. They have their own organizations and hold regular meetings in which they discuss common problems, determine trade practices, consider legislation and similar matters. These meetings are given equal recognition in the farm press with the meetings of breed associations and agricultural societies.

The auction companies solicit listings for their sales by advertising, by mail and by personal interview. However, their advertising is likely to be merely formal announcement of place and date. The disposition of breeders to sell at auction and the regularity of sales relieve the agencies of strenuous effort in obtaining consignments.

When a breeder consigns to one of these public auctions he loses title to his animals. The selling is beyond his control. The sales agency takes complete charge. It provides the place for holding the auction. In case of regular auctions this is an established pavilion, or in an auction held on the farm it is a tent or other equipment necessary. The agency places all advertising and bears the expense. It provides the auctioneer, catalogs, clerks and similar facilities. According to Andrew C. McCandlish, West of Scotland Agricultural College, the agency is prepared to provide attendants, feed, bedding, pedigrees and even fit the animals for show if necessary. It always makes collections from buyers. The breeder occasionally does some advertising on his own account. The auctioneering company's fee is placed at $2\frac{1}{2}$ per cent, by Mr. McCandlish. John Thornton & Company states that it varies, although the usual fee is 5 per cent. American observers

report that beef cattle are sold by the guinea and the auctioneer settles with the owner by the pound. In such cases his fee is the difference between the guinea and the pound.

Conduct of Auctions. — W. A. Cochel, editor of the *Weekly Kansas City Star*, who is familiar with selling methods in the United States, compared the conduct of Scottish and American auctions:

"The sales are very quietly conducted. There is no hullabaloo around the ring, no bustle, no noise. The auctioneer maintains a severe dignity. He talks in a conversational tone and the selling moves along rapidly. Normally about two minutes are required in selling an animal. In one case I saw the sand glass used.

"There is very little dishonesty in connection with their auctions. Fake bidding and fictitious sales are rarely practiced. A breeder may place a reserve bid on an animal if he is unwilling to accept the valuation that is likely to be given his offering by the crowd. In such cases the auctioneer announces the minimum and bidding starts there if at all. If nobody is willing to pay the minimum, then there is no sale and the animal is returned to the consignor. The auctioneer may collect half his fee just as if a sale had been made or he may make no charge. Occasionally a foreign buyer will send a bid to the auctioneer. He uses this bid only when the buyers present have run the animal as high as they will. He then states that he has a bid, names it and unless it is raised, he announces the sale to the absent buyer. If the mail bid has a maximum limit and it is topped by some one who is present, the auctioneer does not use the mail bid at all."

Prof. H. H. Kildee, Iowa State College, reported his observations of a Scottish auction as follows:

"The auctioneer came into the pavilion in his high hat, long black coat and striped trousers. He was very dignified. He made no comments, did not raise his voice beyond a point necessary to make himself heard. There was no

effort to arouse excitement among the crowd, no lengthy speeches on individuals or pedigrees, no story telling.

" He would ask, for instance, in a matter-of-fact tone, ' What shall I say for Lot 32? — I am bid 30 guineas — May I say 32? ' and so on. At a lull in the bidding he used the sand glass. Then he would announce ' The sand is now running at 45 — May I say 46? ' That was about the extent of his remarks. Bidding was made without delay by the crowd who realized that they must speak up if they were to be successful. In this sale the minimum bid was one guinea until the bidding had reached 100, and then five guineas above 100. Some auctioneers, I learned, never use the sand glass until bidding slows. Others use it from the start.

" If an auctioneer is caught raising bids he is ostracized. If an animal consigned by a breeder is later found on his farm, he is required to make satisfactory explanation of its presence. Public sentiment and certain legal restrictions, which are enforced, discourage such practices."

Alvin H. Sanders, for many years closely identified with the purebred livestock industry, former publisher of the *Breeder's Gazette*, and now editor emeritus of that journal under reorganization, in comparing selling methods in the United States and Great Britain found little difference in the fundamentals.

" Pedigree cattle are sold in Great Britain practically in the same manner as in the States," he observed. " That is to say, some of them are sold at auction and some at private sale. Quite a number of combination sales are held there just as in our own country, particularly in the case of spring sales of bulls ready for service. These public auctions in Great Britain, however, are characterized by very much more action than in our own country. There is no waiting and pleading for bids, and no agitation in the ring in an effort to stir bids from the audience.

" The animals are brought in and the auctioneer offers them without extended remarks. Bidding is rapid and

lots are quickly disposed of. Over there a man knows that if he wants to make a bid on an animal he has to be prompt or he will lose the opportunity. That always struck me as being a much more businesslike procedure than the tedious, long-drawn-out teasing and coaxing that characterizes most American auctions.

"Many auctioneers sell by the glass. They hold in their hands an hour glass and bidders all understand that the last bid must be in before the sand has run entirely out of the glass. I have seen the veteran auctioneer, John Thornton, sell in this manner, although I noticed that he had a trick now and then of turning the glass over again so as to give bidders a little more time for consideration. The sand runs from seven to ten seconds. Selling by the glass, however, is by no means universal." And it may be added there is no limit to the time an auctioneer may wait for a bid.

The reactions of an American auctioneer, Carey M. Jones, were recorded in the *Breeder's Gazette* for September, 1927. Mr. Jones went to England in company with Frank W. Harding, secretary of the American Shorthorn Breeders' Association.

"Naturally I was much interested in an English auction and in hearing the well-known firm of John Thornton & Company. In England a man's name lives long after he is dead; over here it too often dies while he is alive. Thornton is the firm name. Mr. Thornton has been dead a number of years. The selling is done by Frank P. Matthews, his two sons and Langley Hobbs and Harry Hobson. Although there are five auctioneers, they do not work in the ring; the auctioneer in the box handles the entire sale and no attempt at oratory is made. The animals are sold loose in the ring and the auctioneer uses the sand glass in selling. The sand glass seems to be an advantage to the auctioneers, but I do not think it would overcome the objection in the combination sales of not allowing each consignor the same amount of time. It is used only in

closing the sale and runs seven to ten seconds. They have the sale well in hand at all times and practically no more time is taken in selling an animal at $1,000 than one at $200. The serious part of the English auction seemed to be the sale lunch. I have seen few, if any, better ones."

Mr. Jones' further comment on the purebred business in Great Britain has some bearing upon selling methods there.

"Mr. Harding purchased at Windsor a choice young cow to go into the John R. Thompson herd. We have no Royal families in America, but one thing is apparent: British livestock interests have received much encouragement from the support Royalty has given, and it is unfortunate for us that many of our statesmen do not have a different kind of a bull.

"If the British have an advantage over us it is their faith in the business. They realize the value of good animals, especially good sires. They not only price them but sell at good prices. Pedigrees are good, but they seem to place very little value on the pedigree if the individual is inferior. The beef cattle breeder's standard seems to be to produce 'something good enough for the Argentine.' As in this country, many breeders who got into the business at the high time are closing out their herds, but the families long identified with the trade are still conducting their business as usual and seem to be prosperous. One of the greatest examples is Duthie Webster, nephew and successor to William Duthie. The herd was never in better condition and his two top calves last year sold for more than $5,000 each.

"Another striking example of profiting through continuous breeding is that of Thomas Buttar, the famous Shropshire sheep breeder at Coupar Angus, Scotland. The flock is more than 60 years old. His rams were practically all sold and $300 was not an attractive price to him, as some were bringing up to $500. Like Duthie Webster and his late uncle, Mr. Buttar is on a rented farm which

his family has occupied for almost three quarters of a century. Yet we found no farms where the stock were kept in better condition. At both Mr. Buttar's and Mr. Webster's we signed guest registers that contained the names of visitors from every country in the world."

Auction Regulations. — The rules under which auctions are held in Great Britain are not greatly different from those followed in the United States. But the British seem to have enforced their regulations more strenuously than we have ours. The rules contained in a catalog for a consignment sale of Dairy Shorthorns held in Reading by John Thornton & Company, January 9, 1929, are offered for comparison. Under "Notice to Vendors," appeared the special directions for guidance of consignors:

"Animals must be in the Sale Yard by nine o'clock on Wednesday, January 9th, but vendors are advised to send their stock to arrive on Tuesday, January 8th.

"Any defects in the udder must be notified to the Auctioneer before the sale.

"Hay and straw will be provided.

"Every animal must be provided with a halter, to become the property of the purchaser as soon as animal is sold.

"Assistance in unloading and looking after the cattle will be available if required, but each consignment must have at least one man in charge."

In this case the conditions of sale were printed on the third page of the catalog. With minor variations the same regulations apply to all auctions.

CONDITIONS OF SALE.

Two bidders or no buyer; if any dispute arise, the lot in dispute to be put up again and resold.

The biddings to be made in not less than guineas to 100 guineas, after that at not less than 5 guineas each.

All lots to be paid for at the close of the sale, and to be at the risk and expense of the purchaser the moment they are sold. In the event of delivery the lots still to be at the purchaser's risk and expense.

The purchaser to give his name and dwelling place, and to remove the stock immediately after the sale with all faults and errors of description.

All cows that have had a calf are sold correct in udder and teat, unless otherwise announced in the catalogue or at the time of sale. No claim under this condition will be recognised unless notice be given to the Auctioneers before the cow in question leaves the sale yard.

If these conditions are unfulfilled, the Vendor shall have power to resell the lots, retaining any surplus and charging any deficiency and expense to the defaulter.

The particulars in the catalogue are supplied by the Vendors. The Auctioneers take no personal responsibility for the correctness of such particulars.

The Vendor shall not bid directly or indirectly by himself or his agent for any animal which is not plainly stated in the catalogue of sale to be offered subject to a reserve price, except in the event of any unforeseen occurrence, which, in the opinion of the Auctioneers, may temporarily affect the value of the animal or animals at the time of sale; in which case the Vendor reserves the right to fix a reserve price to be announced by the Auctioneers at the time of sale.

The sale is held subject to the Bye-laws of the Shorthorn Society, and if any dispute shall arise regarding any animal or animals sold, such dispute shall be referred to the Shorthorn Society for settlement by arbitration and the decision of the Council shall be final, and the Council shall settle the amount of the expenses incurred and award the payment thereof.

JOHN THORNTON & CO.,
27, Cavendish Square, London, W. 1.

Except for the paragraph pertaining to the soundness of teats and udders, these same regulations appeared in a catalog of an individual Dairy Shorthorn auction held by the same auctioneers for Chivers & Sons, Ltd., on their River Farm, Halsingfield, near Cambridge. In this case the conditions were printed in the back of the catalog.

Essentially the same conditions were made for an auction of Large White and Middle White pigs held by Harry Hobson & Company for Chivers & Sons, Ltd., on their Cawcutt's Farm, Histon, near Cambridge, March 22, 1929. In addition to the conditions of sale the catalog contained also the regulations which the National Pig Breeders' Association, London, prescribes for auctions. These are quoted for special consideration of individual breeders and

breed associations in the United States. There are several provisions that are not common in rules of auctions held in this country.

National Pig Breeders' Association's Auction Rules.

1.—The advertisements and catalogues of sale shall state plainly that the sale is to be held under the National Pig Breeders' Association's Auction Rules, and these rules shall be printed in the catalogue.

2.—The name and address of the Vendor (or if the animals of more than one Vendor are included in the sale the name and address of each Vendor, together with a clear indication of which lots in the catalogue belong to each Vendor), shall in each case be distinctly printed in the catalogue.

3.—In all particulars of sows to be sold the catalogue shall state the date of previous farrowing and the date of last service, together with the name and registered number of boar, or the Volume of the Herd Book in which he is entered.

*4.—Unless a more recent date is announced on the day of sale, any sow or gilt stated to have been served more than six weeks previously shall be guaranteed in-pig if she realises twenty guineas or more, or such less sum as the Vendor states in the catalogue. Should any such animal prove not in-pig within one calendar month of the date of sale the Vendor shall at his option (1) refund the purchase price on the purchaser returning the pig, carriage paid, or (2) refund 20 per cent. of the purchase price as full compensation. No claim under this rule will be recognised unless made within one calendar month of the day of sale to the Secretary of the National Pig Breeders' Association.

5.—All statements made in the catalogue must be on the entire responsibility of the Vendor.

6.—If the sale is stated to be a dispersal sale, or advertised as such or to the effect that the entire herd is to be disposed of at the sale, every registered animal in the Vendor's herd is to be offered for sale, except under special circumstances which must be stated in detail by the Auctioneer before the sale and which must be approved by the Association.

7.—The Vendor shall not bid directly or indirectly for any animal which is not plainly stated in the catalogue of sale to be offered subject to a reserve price.

8.—The Vendor shall not withdraw any animal catalogued for sale either before or during the sale except for good reason to be established to the satisfaction of and approved by the Auctioneer.

9.—If at any time within six months after the time of sale any animal sold, or purported to be sold, shall be upon the Vendor's premises, or exhibited at any show in his name, except for good reason to be established

to the satisfaction of and approved by the Council of the Association, and except animals returned under the requirements of Clause 4 of these rules, the fact shall be deemed conclusive evidence that the Vendor has committed a breach of these rules.

10.—The Auctioneer shall furnish to the Secretary of the Association within one week after the sale a catalogue signed by the Auctioneer and Vendor correctly showing the highest bidding for each animal offered, with the full name and address of the purchaser.

11.—If the Vendor shall commit or knowingly suffer any breach of these rules, or anything which under these rules is to be deemed conclusive evidence of the breach, he shall be deemed guilty of conduct derogatory to the character of the Association and be liable to be removed from the Association under Article 9 of the Articles of Association of the National Pig Breeders' Association.

12.—(*a*) The Vendor agrees to furnish a completed Herd Book Entry Form for every pig in the catalogue of sale, and with regard to any pig realising 15 guineas or more, to register it free of charge in the next Volume of the Association's Herd Book if requested to do so.

(*b*) No pig shall be referred to in the catalogue of sale as entered in or for a particular Volume of the Herd Book unless a completed Form of Entry shall have been forwarded to and accepted by the Association and the requisite registration fee paid.

(*c*) No pig shall be named unless it has actually been registered in or for a forthcoming Volume of the Herd Book.

13.—Any dispute regarding any animal or animals sold may be referred to the Council of the Association for settlement by arbitration by the Council or any Committee thereof appointed by the Council and such arbitration shall constitute a submission to arbitration by both Vendor and Purchaser under the Arbitration Act, 1889, or any Statutory modification or re-enactment thereof. As between the parties the decision of the Council, including any decision as to payment of costs and expenses, shall be final and binding.

14.—The use of artificial whitening and/or powder on Large White and Middle White pigs exhibited at Sales conducted under the Association's Auction Rules is prohibited.

15.—In the case of young pigs changing hands; if they are sold when four weeks (or upwards) of age they must be ear-marked by the Vendor. If they are sold between birth and four weeks the Vendor shall supply the purchaser with the requisite numbers to be marked.

* See Breeding Guarantees on page 3.

The address of the National Pig Breeders' Association is 92, Gower Street, London, W. C. 1.

These rules were printed on the last page but one, just preceding the conditions of sale. The breeding guarantees referred to in the footnote to Clause 4 were as follows:

Breeding Guarantees.

GILTS. — Unless a later service date is announced on the day of sale, any gilt which realises 15 guineas or more and which is stated in the catalogue to have been served on or before February 8, 1929, will be guaranteed in-pig. Should any such animal prove not in-pig it may be returned to the Vendors, carriage paid, and the purchase price refunded. All claims in respect of this guarantee must be made on or before April 19, 1929.

BOARS. — All boars will be sold with a guarantee of being capable of service. Should any boar prove incapable of service, it may be returned to the Vendors, carriage paid, and the purchase price will be refunded.

DELIVERY. — The pigs will be put on rail for purchasers free of charge, and every assistance given as regards delivery.

In the event of movement restrictions being in force in any district, animals purchased at the sale may remain at Histon, by arrangement, until they can be moved. They will be kept for two weeks free of charge, and after that at cost price.

NOTICE. — Shipping arrangements will be made for any pigs purchased for abroad.

Following are the sale conditions prescribed by the English Guernsey society for their auction at Reading in the autumn of 1928. The customary conditions of the auctioneer, which in this case was John Thornton & Company, were printed in the back of the catalog with reference to the Society's rules in the front.

ENGLISH GUERNSEY CATTLE SOCIETY'S AUTUMN SALE AT READING.

QUALIFICATION OF ENTRY OF BULLS.

Bulls, whose dam or grand-dam and sire's dam have qualified in the Advanced Register in England, Guernsey, or America. Not more than two Bulls will be accepted from any one herd.

REGULATIONS OF ENTRY AND SALE.

Every animal to be liable to examination and rejection by the Society's Veterinary Surgeon.

All entries of Cows and Heifers in Milk must be accompanied by a Certificate that the last Calf was born alive at full time, and must be warranted as sound in all four quarters. Should the Stewards not be satisfied that an animal is perfectly sound (although a warranty to that effect signed by the Vendor has been received) they shall call in the Society's Veterinary Surgeon and obtain his opinion in writing before instructing the Auctioneers to make any announcement from the Rostrum.

All animals must have passed the SUBCUTANEOUS AND OPHTHALMIC TUBERCULIN TESTS since July 1st, 1928.

An entrance fee of £1 for each animal must be sent with the entry forms, which will cover the cost of advertising the Sale, printing, market dues, and stabling for one night, including hay and straw.

Commission of the shillings from the guineas will be charged on all Sales. A reserve price will be allowed to be placed on any animal, which must be handed to the Auctioneer on the forms supplied for that purpose not later than 12 o'clock on the day of Sale. **Half commission will be charged on all animals unsold under this heading.**

The Owners will in all cases be considered responsible for the care of their Stock, and for any damage done by their animals. The Society will not be responsible for loss arising from accident or any other cause.

Every Exhibitor must have at least one person in charge of Stock exhibited by him, which will be in such person's sole care, subject to the orders and regulations of the Stewards, and a **good serviceable halter must be left by the Exhibitor with each animal after the Sale.** Every bull ten months old and upwards shall have a ring through its nose.

Every animal accepted for entry must be sent for sale, and the Owner Member will be liable to the Society for a fine of 40s. for every animal not so sent, unless a certificate be lodged with the Secretary on the day

of the Sale, proving the death of the animal or illness, or other good reason sufficient to prevent such animal from being exhibited.

In case of any violation of the rules and regulations of the Sale, false statements as to age, change of name or proprietorship respecting the animal sent for sale, or other practices calculated to deceive the Stewards, the person or persons so offending, together with any Stock they may have for sale, may be removed from the premises, and may be disqualified from entering at any future Sale of the Society.

In case the Entries prove in excess to those required, Exhibitors are requested to state which Entry they will withdraw.

The Council reserve the right to amend, alter and supplement these Regulations, and to frame new ones, as they may from time to time determine.

In all cases of dispute the Council's decision shall be final.

All animals in milk must be milked out to the satisfaction of the Stewards at 6 p.m. on the day prior to the sale.

All entries must be in the Cattle Market at 4.30 p.m. the day prior to the Sale (or they will be disqualified).

Members will be required to guarantee the correctness of the pedigree, history, and description of each of the animals submitted for sale. Every animal must be **bona-fide** the property of the Member at the time of entry and sale.

Enforcing the Rules. — Breeders sometimes conspire among themselves to increase the selling price of animals in auctions, but such conduct is prohibited by law. In a report of the Ministry of Agriculture and Fisheries, Economic Series No. 13, " Markets and Fairs in England and Wales (Part I: General Review)," is the following comment, Page 49, on the conduct of auctions in the selling of farm products. The same legal restrictions would apply, of course, to purebred animals.

" Under the Sale of Goods Act, 1893, a vendor may not himself bid for the commodities which he is offering for sale; he may not employ anyone else to bid for him, nor may the auctioneer knowingly accept such a bid unless the right to bid has been expressly reserved in the advertised conditions of sale. Such is the law governing the practice known in various parts of the country as ' bogus-bidding ' or ' trotting.'

" When buyers in combination agree not to bid in competition in order to obtain the goods offered for sale at a low figure they are said to have formed a ' ring.' Goods so obtained are usually divided up among the members of the ' ring,' either at an agreed price or by further private auction. The latter procedure is termed a ' knock-out.' It is known that ' rings ' exist in agricultural markets of all kinds, but it is hard to prove that ' ringing ' is actually taking place. An auctioneer is not, of course, bound to accept a bid if he knows that it comes from a member of a ' ring.' " The comment continues to explain that " ringing " is not, in itself, illegal but the " ringers " may be indicted and tried for conspiracy.

In a discussion of conditions of sale on pages 50 and 51 the report continues : " Except in a few instances conditions of sale are posted by the auctioneers in all livestock markets. On the whole, there is a substantial agreement between the main conditions laid down, though there is considerable variation in phrasing. The main variation of an important character relates to the right or disability of a vendor to bid for his own stock ; uniformity in this respect would be an advantage.

" In a number of cases, the auctioneer reserves, on behalf of the vendor, the right to bid. In others, all lots are to be sold to the highest bidder unless the auctioneer is given a reserve in writing before the sale ; this is, in effect much the same as the practice which prevails at other auctions where the vendor may bid once only. In other auctions, again, the practice is for the vendor to bid up to the reserve price. The important point in connection with vendor's bids, is that they are illegal unless notified on the condition of sale.

" It is the general practice in auctions of land and houses for the vendor to reserve the right to bid in the conditions of sale ; in such auctions, time is not usually of paramount importance. It is questionable, however, whether it is desirable for the auctioneer to make a practice of allowing

bidding by vendors at livestock auctions, since, if persisted in, it defeats its own object, and, in most cases, causes delay. Fixing a reserve price is, of course, a different matter and is, in many cases, essential to protect the interests of the vendor.

"Some conditions of sale include special clauses relating to warranties and descriptions. In a number of cases special lists of such conditions for sale of dairy cows and horses are printed for information. This appears to be a desirable practice. Definite allowances are sometimes prescribed for cows sold down-calving and for cows not calving within a specified time. In Wiltshire, for example, several auctioneers have been asked to agree to a suggestion that where the animal fails to calve within 20 days of the date stated at the auction, the vendor shall allow 5*s*. per week in summer and 10*s*. in winter until the calving takes place. In view of the great importance of warranties, particularly in markets where dairy cattle are sold, an agreed scheme applied throughout the country would probably be of service to such markets."

It is apparent from the foregoing discussion that considerable latitude is allowed by law and custom in the matter of protecting the vendor or permitting him to do it himself, provided prescribed pre-sale announcements are made. This explains the previously quoted regulations of the auctioneers and breed societies.

When a breeder is detected in conspiracy to effect an increased sale price he not only is subject to legal action, but he may be disciplined by the breed society, which may expel him and refuse herd book entries. The auctioneers may raise bids without much danger of detection, and many do, but because proof of guilt would be extremely difficult and impractical in most cases, no effort is made to control such practice. But an auctioneer who comes under suspicion usually suffers loss of public confidence.

The Exporter as a Market Factor. — A large proportion of the surplus breeding animals produced in Great Britain

find a market in the dependencies and in foreign countries. To supply this market the speculator has made a place for himself. The exporter, as he is generally known, may be merely a dealer or he may be also a breeder. He buys when and where he estimates he can make a profit. He watches the market carefully in all countries, and when conditions appear to be favorable he collects a group of animals and ships.

In some cases he may have correspondents in the foreign countries to whom he ships on consignment. Or he may sell outright to an importing organization or a breeder. He may buy on commission. Sometimes he consigns direct to foreign show sales and assumes the risk of getting his profit or accepting a loss. In some cases he may consign to a breed association or its secretary and hold an auction in the foreign country under the breed organization's auspices.

Such a sale was held at the Eastern States Exposition Grounds, Springfield, Massachusetts, June 1, 1929. Seventy Milking Shorthorns were sold by the Pedigree Live Stock Export Co., Ltd., of Blanford, Dorset, England. A representative of the company was sent with the cattle. Roy A. Cook, secretary of the American Milking Shorthorn Society, managed the sale.

The exporter may buy and hold his purchases a few days or a few months. Sometimes he may buy for export to a certain country. He knows the peculiarities of the demand in all countries. He knows the types and the color styles. Then again he may buy without a definite market in mind. Normally prices and demand are determining factors in his decision to ship to a given country. Occasionally a favorable freight rate may be the deciding point.

An example is afforded in the action of a Scottish exporter in the spring of 1929. F. W. Harding, secretary of the Shorthorn association, received cable notice that a shipment of Shorthorns had been consigned to him. In this case a cargo ship sailing for Canada had offered a very

special rate on space. The exporter had cattle on hand and he grasped the opportunity to profit by the low transportation cost.

If the exporter happens to be a breeder, he may not engage extensively in speculation. His principal interest may be in raising pedigreed animals. He may become an exporter as a means of selling his own animals at an advantage and at the same time profit through buying and selling the product of other breeding establishments. Sometimes he may use a bull in his herd for a year or two and then export him. But whatever the exporter's status, his operations are an advantage to the man who has pedigreed animals to sell.

Livestock Advertising. — Advertisements of pedigreed stock in British farm papers is very limited and very dignified. Auctions receive very little notice unless the offering is of unusual excellence. Even then the space used is negligible as compared with the amount of space that would be used in announcing a similar sale in the United States.

For the auctions the auctioneers provide all advertising. For the most part they have a certain position in the paper and their advertisements appear there regularly. For instance Macdonald, Fraser & Co., Ltd., Perth, one of the largest auctioneering firms in Scotland, normally have the upper portion of the right column on the first page of the *Scottish Farmer*. Their advertising is typical of that of other sales agencies.

Just as no effort is made to create excitement in the auction ring, so there is very little effort to intrigue the reader in the advertisements. For the most part the auction advertisements are merely announcements. The date and place of sale, the number and kind of stock to be offered are included. If the offering is from famous herds the names of the breeders are mentioned. Further fat cattle, feeders, work stock and everything else that the auction company may sell will be advertised in the same column.

Macdonald, Fraser & Company advertised six different auctions in a half column, one issue of the *Scottish Farmer*. They advertised three auctions in a third of a column in another issue.

John Thornton & Company used a whole page in an issue of the English journal, *Farming*. But fifteen auctions were advertised on that one page. The offering consisted of pigs, beef cattle, dairy cattle, dual purpose cattle. In that same issue Harry Hobson & Company used a half page of auction announcements and a half page in advertising a sale of Large White pigs.

A typical advertisement of an auction to be held on the farm of a breeder follows. In these individual auctions the sales agencies prepare and place the copy as they do in the regular public auctions.

Middle Herrington Farm, Sunderland
(3¼ miles from Sunderland Station).
About 55 First-class Pure-bred
BRITISH FRIESIAN CATTLE
The Property of Mr ALBERT WEIGHTMAN
Will be Sold at Auction
On Tuesday, 23rd April, 1929 (12.45 p.m.),
By HARRY HOBSON & CO.

This Sale from the celebrated HERRINGTON HERD includes one of the best selections of the breed ever offered in this country. 15 Prize-Winners at R.A.S.E., Highland, London Dairy, and other Shows, many potential winners, 3 P.I. Heifers and five grand young bulls are included, all of the finest breeding.
Catalogues from Mr A. WEIGHTMAN, Middle Herrington Farm, Sunderland ('Phone: Houghton-le-Spring 65); or from HARRY HOBSON & CO., 23 Bloomsbury Square, London, W.C. 1.

Occasionally a breeder of renown will buy a limited amount of space to call attention to his offering in a certain sale. This apparently happened in the following case in which the auctioneer's advertisement for the week is quoted in full to show the slight notice given the purebred sale, together with the advertisement of one of the consignors.

MACDONALD, FRASER & CO., LTD.
SALES ARRANGEMENTS

PERTH AUCTION MARKET

FRIDAY NEXT, 15th March, at 11 A.M. — PERTH GREAT ANNUAL SALE of 6,000 BLACKFACE and CHEVIOT EWES, BLACKFACE EWE and WETHER HOGGS, CROSS and HALF-BRED HOGGS; 700 HOME-WINTERED and IRISH CATTLE; 120 MILCH COWS; and SPECIAL SALE of YOUNG PIGS.

PERTH GREAT SPECIAL SALE of 200 WORK HORSES and MARES, CLYDESDALE COLTS, FILLIES and FOALS, HARNESS HORSES, COBS and PONIES, CARRIAGES and HARNESS, holds on MONDAY, 18th MARCH.

SPECIAL SHOW AND SALE OF 250 PEDIGREE ABERDEEN-ANGUS, SHORTHORN, AND BRITISH FRIESIAN BULLS

WEDNESDAY, 20th March. — PERTH SPECIAL SALE of 250 PEDIGREE ABERDEEN-ANGUS, SHORTHORN, and BRITISH FRIESIAN BULLS, COWS and HEIFERS.

Prize List on Application

INVERNESS AUCTION MARKET

TUESDAY, 12th March, at 11 A.M. — INVERNESS GREAT SPECIAL SALE of 14,000 CHEVIOT WETHER HOGGS, comprising a grand selection, including all the usual top lots; 50 BLACK POLLED & CROSS CATTLE.

WEDNESDAY, 13th March, at 11 A.M. — INVERNESS GREAT ANNUAL SPECIAL SALE of 3,500 CROSS and HALF-BRED WETHER HOGGS; 1250 HALF-BRED EWE HOGGS; 2,500 CHEVIOT EWE HOGGS (many Sutherlandshire bred); 200 CHEVIOT and BLACKFACE GRIT EWES.

AT LONDONDERRY

TUESDAY and WEDNESDAY NEXT, 12th and 13th MARCH, at LONDONDERRY. — NORTHWEST OF IRELAND AGRICULTURAL SOCIETY'S ANNUAL SHOW and SALE OF PEDIGREE SHORTHORN and ABERDEEN-ANGUS and DAIRY BULLS and HEIFERS, CROSS-BRED DAIRY CATTLE, and PURE-BRED BOARS and SOWS.

MACDONALD, FRASER & CO., LTD.

Immediately below this half column of announcements was the following:

CALROSSIE SHORTHORN HERD

There will be offered at Messrs. MACDONALD, FRASER & COMPANY'S SALE at PERTH, on WEDNESDAY, 20th MARCH, the following SHORTHORN BULLS from the herd of Captain J. MACGILLIVRAY, Calrossie, Nigg, viz.: —

WHITE PRINCE (168014), by Cupbearer of Collynie. Sire of many Champions, and sire of 6 Bulls sold for £8000. "Still fresh and active."

CALROSSIE CEASE FIRE (221722). Sire, White Prince; dam by Doune Monarch.

Cease Fire won 2nd Prize at 1928 Royal Show and 1928 Highland Show. Proved as a stock-getter.

The advertisements rarely reach the proportions of what breeders in the United States would term displays and spreads, but the larger advertisements, especially in England, are well prepared, usually contain some selling points such as the winnings of the herds or their production. On the whole they err on the side of conservatism rather than extravagancy, such as our advertisements frequently do.

Private treaty advertisements outnumber those of auctions. However, such advertisements are carried under a section of the classified department of the paper specially reserved for private treaty selling. Many of them quote prices and invite mail bids. They would correspond to the "card" advertisements in American farm papers.

Sale catalogs are prepared and distributed by the auction companies, although in case of individual auctions the catalogs may also be had from the breeder. Consignment auction catalogs are rather inexpensive and usually are not illustrated. They contain pedigrees and a list of records and winnings of the lots, their sires and dams or near ancestors. In some instances catalogs are sold at the sale pavilion. Catalogs of individual herds or auctions of individual offerings may be illustrated and quite elaborate.

Following is a reproduction of the initial offering of bulls in the Chivers & Sons, Ltd., Dairy Shorthorn auction of June 29, 1928. Note the selling points emphasized through detailed show and production records. The presentation of pedigree is typical. In case of consignment auctions,

the name of the consignor follows the lot number and the name of the animal appears below it.

TUBERCULIN TEST

The bulls, with the exception of lot 52, were tested for Tuberculosis on May 12, 14 and 16, 1928, by Mr. J. G. Runciman, M.R.C.V.S., of Cambridge, and all passed satisfactorily. The charts are printed at the foot of the pedigrees.

BULLS.

LOT

50. HISTON WILD PRINCE 14th 216362 (C.J.S.—H 49), red roan, born September 29, 1926; bred by Messrs. Chivers;

sire *Histon Cornerstone 11th 190606 ... Chivers & Sons
dam †Histon Wild Queen. by ‡Histon Milkman 131498 ..... Chivers & Sons
g d. §Wild Queen 34th ... by ‖Dauntless 111497 .. Lord Rothschild
3 d. **Wild Queen 21st ... by ††Magna Charta 77166 ..... Lord Rothschild
4 d. ‡‡Wild Queen 8th ... by Lord Somerset Furbelow 65855 ..... G. Taylor
5 d. Wild Queen 4th ..... by Lord Somerset 10th 48249 ..... Sir J. H. G. Smyth
6 d. §§Wild Queen 2nd by Marquis of Kirklevington 3rd 53277,—Wild Queen by Earl of Siddington 6th 51189,— Wild Empress 3rd by Grand Duke of Worcester 2nd 43323,—Wild Empress 2nd by Baron Oxford 4th 25580,—Wild Erin by Duke of Connaught 33604,—Wild Eyebright by Duke of Geneva 6th 30959,—Wild Eyes Duchess by Grand Duke 9th 19879,—Wild Eyes 19th by Lablache 16353, &c., see lot 23.

Initial Temp.—102. *12th hr.*—102. *15th hr.*—102. *18th hr.*—101.4

Histon Wild Prince 14th is a qualified bull and is entered in the D.S.A. Register.

*Histon Cornerstone 11th (a qualified bull), sire Corner Stone 141776 (whose dam Rustle was sold for 320 guineas and gave 827 gallons with her 1st calf), dam River Oakleaf, that gave 7,067¾ lbs. of milk in 344 days with her 2nd calf.

†Histon Wild Queen won first and Female Championship and was one of the group that won the 100-guinea Challenge Cup at the R.A.S.E. Show 1921, also first in the Milking Trials and Reserve for the Des-

borough Cup at the London Dairy Show 1926. She is a qualified bull breeder by milk yield and gave—

9,181	lbs.	milk	with	her	1st calf
10,884	"	"	"	"	2nd "
13,364	"	"	"	"	3rd "
13,339½	"	"	"	"	4th "
13,052½	"	"	"	"	5th "
16,198¼	"	"	"	"	6th "

‡Histon Milkman, red, was out of Barrington Darling 4th, bred by Mr. Geo. Taylor, that gave 9,283½ lbs. of milk in 361 days with her first calf, and 11,280 lbs. in 347 days with her second calf. Histon Milkman was sold at Kingham 1917 for 600 guineas.

§Wild Queen 34th gave 5,134 lbs. of milk in 297 days with her first calf, and 6,749 lbs. in 339 days with her second calf.

‖Dauntless, roan, sire Ranger 103487 (out of Red Rose 3rd, that won many prizes and averaged 9,906 lbs. of milk for three years), dam Dorothy by Wild Roy, 78182, &c. Dorothy won first Inspection, first Milking Trials, the Shorthorn Society's prize, the Lord Mayor's Challenge Cup and the Barham and Spencer Cups at the London Dairy Show 1908; she gave 15,951 lbs. of milk in 1912–13, and averaged 10,536 lbs. for eleven years.

**Wild Queen 21st averaged 5,682 lbs. of milk for six years.

††Magna Charta is a son of Moppy Gem 2nd, who, during the three years ending Sept. 28, 1901, gave 29,867 lbs. of milk, averaging 9,955¾ lbs. per annum.

‡‡Wild Queen 8th averaged 6,008 lbs. of milk for six years.

§§Wild Queen 2nd won first prize in the Milking Trials at the London Dairy Show 1898. She averaged 10,212 lbs. of milk for three years.

Selling in the Channel Islands. — Private treaty is the accepted mode of selling in the Channel Islands. The export trade is the big market for Jersey and Guernsey cattle. Buyers from abroad are taken to the farms of breeders by agents and purchases are made direct. Charles L. Hill, Rosendale, Wisconsin, explained the customary procedure in selling as it is practiced on the Island of Guernsey.

" Breeders do no advertising except in the local want columns. We importers usually are taken around by our agents and we buy direct from the farmers. No regular marketing places are maintained and so both breeders and farmers are accustomed to private trading. Some-

times we carry on negotiations and sometimes we let the agent do the dickering. For the last two or three years a surplus of average grade animals has obtained and twice a year 50 to 75 head are collected coöperatively and sent to Reading, England, where they are sold at auction by John Thornton & Company.

" I believe a committee of the Royal Guernsey Agricultural & Horticultural Society select and ship these cattle which go to England. This is the only selling service which the breed association provides for breeders. The export trade does not take more than 40 per cent of the female increase and large numbers of the poorer animals are slaughtered."

Selling in the British Possessions. — Canada, Australia and New Zealand are the most important purebred producing areas among the British possessions. The Canadians, because of their proximity to the United States, have perhaps grown farther away from English methods of selling than the others. Their methods are not materially different from our own. Especially are their purebred livestock advertisements like those of the States.

In Australia and New Zealand more of the methods of Great Britain have been retained. But there is evidence of American influence in selling. Sales companies are maintained and regular auctions by these agencies provide an outlet for surplus animals. Importers also are active. But private selling is followed quite commonly and many of the breeders make a bid for private treaty in their advertising. In general the Australian and New Zealand livestock advertisements are well prepared and well displayed. Here more than in any other feature is their merchandising similar to methods followed in the United States. The sales agencies are more numerous and more active than they are in Canada.

French, Belgian and Dutch Methods. — " Sale of purebred livestock in Belgium, Holland and France is made at private treaty," said Prof. H. H. Kildee, Iowa State College.

"I was especially interested in the custom of buyer and seller striking hands, a custom handed down from Biblical times. At Leeuwarden, Holland, in the very heart of the Holstein region, a public market is maintained. To this market breeders bring their cattle. The seller stands by his animal and awaits customers. When a buyer approaches and makes a bid he strikes the seller's hand. He may make several bids before the owner is willing to sell. When the purchaser makes a satisfactory bid the owner strikes back and that constitutes an agreement just as binding as a bill of sale."

The following explanations of marketing practices in Holland are offered by D. E. Celartol of the Cattle Export & Trading Company, an organization of members of the Netherlands Herdbook Association:

"Pedigreed animals are only sold at auction in Holland when a farmer gives up breeding. It is a curious fact that an auction sale under ordinary circumstances of surplus pedigreed stock hardly ever succeeds. For this reason nearly all the pedigreed cattle are sold at private treaty. When a farmer stops breeding he holds his own auction. Sales agencies take no part in these auctions.

"Some pedigreed cattle are sold during a certain part of the year at a few public markets. Usually a special enclosure is then given them. They are always sold at private treaty. Our breeders advertise very little. They are willing to sell by mail order, although this hardly ever happens. A foreign buyer generally wishes to view the cattle and judge for himself about their quality, or he has in this country a trustworthy agent who knows his tastes and requirements and whom he asks to buy for him. It is very easy in this small country to visit the breeders and view their herds, especially if the buyer is a foreigner and has a good guide who is also capable to give him the right advice about the animals themselves as well as about their breeding.

"Breeding and registry associations have special organi-

Courtesy Prof. H. H. Kildee and Prof. E. F. Ferrin.

Holstein-Friesian market at Leeuwarden, Holland.

zations for sales service, like our own. When a foreign buyer visits our country it is best for him to get in touch with the herdbook association which will supply addresses of suitable intermediaries. This is the customary procedure of the experienced foreign buyer, as indicated by the fact that by far the largest part of the exported pedigreed cattle bred by members of the Netherlands Herdbook Association is handled by our company.

"There are some men who make a business of buying animals on their own account for export or speculation. In general the breeders do not like to deal with them as they have in view their own profit more than the good fame of our cattle abroad. They operate by making propaganda in the foreign countries, solicit orders in the foreign shows, or work through their agents in countries where they desire to sell breeding animals."

Charles Irvine, Ankeny, Iowa, found that Belgian horse breeders followed the custom of striking hands among themselves, but the larger breeders who had come in contact with American buyers did not commonly practice it. However, an American buyer usually is accompanied by an interpreter who when a sale is about to be culminated frequently grasps the hand of both the buyer and seller. When a price is agreed upon a handclasp seals the bargain.

Fred B. Holbert, horse breeder and importer, explained selling customs in Belgium and France. "Nearly all horses in both countries are sold at private treaty. Market horses and young colts are sold on public markets but at private treaty. As a rule there is no fixed price on horses and both buyer and seller drive the best bargain they can. Each runs about the same risk of not completing a deal, as the seller dislikes to have his competitor get the business, and the buyer wants to get the horse or horses he prefers.

"The buyer and seller customarily strike hands about twice when a deal is made. Frequently a buyer must hold his hand behind him to prevent a good salesman from

driving a sale too fast. When a transaction is about completed but there is still some disagreement over the price, buyer and seller, often with the assistance of a friend or intermediary, split the difference. These compromises are usually made in a café over wine, beer or coffee.

" Delivery generally takes place at once and the buyer pays in currency. No receipt is offered or required, but both buyer and seller make note of the transaction in their memorandum books.

" Stallions and mares for breeding purposes are seldom sold on a public market, but often are sold at horse shows of which there are many in the fall of the year. We purchase our stallions from both breeders and breeder-dealers who buy their horses as young colts from breeders.

" The breeder-dealer is generally quite well financed and owns one or more great herd stallions that he stands for public service. He expects to get first refusal on the good colts sired by his stallions and pays some very fancy prices for outstanding colts. This boosts his own stock as well as that of his customers.

" The dealers show, advertise and promote the horse industry in all European countries. The only exception that has come to my attention is the breed advertising campaign now being tried out by the Percheron Society of America. The Percheron Society is undertaking the functions of a selling agency and the results to date, as indicated by the annual report, have been prices very little above those for grades. Such prices would not justify any breeder-dealer in handling Percheron horses and would offer no inducement even to a breeder to keep his young stallions when geldings can be kept so much more cheaply.

" Breeder-dealers in Belgium pay as high as $1,500 to $2,000 for weanling colts and sell those that turn out right for fabulous prices when they reach serviceable age. Foreign buyers in Belgium and France travel with interpreter horse men. We all speak French, but use interpreters or local helpers to a certain extent. All educated people of

Belgium speak French, although Flemish is the native language in Flemish provinces."

Customs in selling Belgian horses are explained as follows by C. H. Theulegoet of the Belgian Royal Horse Breeders' Society:

"In Belgium the breeder sells his horses privately. The breeders meet, generally on Wednesday afternoons. The buyers attend and inform themselves where horses may be had and then go visit the studs. There are no public auctions organized and maintained by the breed associations. There are some public markets but the horses offered there are not for breeding purposes. Such horses are called in French, *Chevaux de Commerce*, good for all business, from ponies to big draft horses.

"The old Biblical custom of sale by striking the hand is followed generally in Belgium."

South American Sales. — Much of the traffic in South America is between commercial beef producers and importers or British exporters. The Argentine is the big outlet for export cattle from Great Britain. Some purebreds are produced in that country, but the supply, especially of bulls, is far short of the demand. Hence much of the selling is of imported cattle.

R. R. Miller, of the American Hereford Cattle Breeders' Association, reports that the show and sale at Palermo is the great show of The Argentine and practically everything shown is sold. This show is managed by the Sociedad Rural Argentina, which is an organization of all breeds and corresponds to the various registry associations in the United States.

Other auctions in both The Argentine and Uruguay are held by sales agencies similar to those in Great Britain. The expense of the sale is borne by the agency. It pays all advertising costs, issues the catalogs, furnishes feed, bedding, other facilities and also pays the loading expense when the stock are shipped. In both countries the agencies receive 6 per cent of the sale price as their commission.

This is low as compared with such charges in the United States, but the large volume of business frequently makes the total commission quite large. The collection at one Palermo sale is reported to have been 500,000 pesos, approximately $482,000.

The South American custom of collecting half the commission from the seller and half from the buyer is unusual. The buyer pays his bid for an animal, plus 3 per cent, while the seller receives the buyer's bid less 3 per cent. In the United States, of course, and in Great Britain the seller pays all expense of marketing the animals, except transportation from the place of sale. And in private treaty selling in the United States at least he may pay all or a portion of the delivery cost.

CHAPTER SEVENTEEN

TENDENCIES IN PUREBRED MARKETING

Some radical changes are desirable in purebred marketing practices. In the first place, breeders must develop their selling abilities. They must assume full control of their distribution either by personal attention or through a selling agency. They have already had too much assistance from persons and agencies paid and maintained from outside sources. They have paid dearly for services which served not themselves and the purebred industry so much as a small group of individuals. They have had their market demoralized and the confidence of their customers and fellow breeders destroyed by irresponsible persons who have used their positions of trust for exploitation and personal gain.

Such conditions were inevitable. The marketing machinery was in other hands, and naturally so in view of the way marketing developed during the forty years or more of great expansion. Breeders were an unorganized group so far as protecting themselves was concerned. The one agency which could have halted the development of this exploitation, the farm press, was silent although fully aware of what was transpiring. If those publishers who tolerated the activities of dishonest representatives offered any explanation, they sought justification in the fact that other publishers permitted the same thing.

Without the support or toleration of publishers, the dishonest fieldman never could have worked the havoc he did. Without the support of such fieldmen, the position of auctioneers, breed association representatives, sale managers

and breeders who engaged in exploitation would have been untenable. Responsibility for mispractices in marketing purebreds falls directly and indirectly upon publishers because they maintained the agency upon which the system had its foundation. However, it might be truthfully said that some breeders were equally to blame. If they had not countenanced the practices, fieldmen who engaged in exploitation would not have found the effort worth while.

Concerning the attitude of breeders in this direction, Gustave Pabst, who has long been identified with the Holstein breeding business, wrote from Dousman, Wisconsin, under date of April 4, 1929: "The responsibility for by-bidding, faked bids, boosting bids and similar practices rests with the sellers and as soon as they refuse to sanction or countenance such methods, they will be automatically eliminated."

Only one course is open to the breeder who would avoid the practices which well-nigh ruined the business. That is to assume full charge of, and full responsibility for, his marketing. He must map out his own selling plan, decide upon advertising mediums himself, write his own copy or at least approve all that goes out over his signature. He should refuse to deal in any way with the fieldman except as an advertising representative of the paper in which he expects to advertise. He must assume full charge of his business. There is an alternative in the developing selling agencies, to be discussed in later pages, but until they become better established and fully accepted he cannot shift the entire responsibility of selling his animals to such organizations.

There are only two general methods of selling purebreds, but as more and more study is given to marketing, new variations in both the auction and in private treaty will develop. The tendencies in this direction are indicated in the discussions that have preceded, and in the newer plans which at present are in the formative stage. The auction in some form will endure because it appeals to both

the buyer and the seller. It is a satisfactory method of selling. It has many desirable features for both buyer and breeder. But the auction must be cleansed of any influences that might bring it into disrepute.

More of the auctions in future will be held by local, district, state and national breed associations. Such auctions may be subject to the same objectionable practices that have brought some of the private auctions into disrepute, but owing to the large number of breeders and the good will involved they are not often abused. The smaller breed organizations will need to exercise more strict selection and insist upon adequate fitting of animals consigned to their sales. Members must refrain from using the association auction as a means of disposing of their culls. Confidence in individual auctions can be inspired only by maintaining strict honesty in conducting them.

Great possibilities are offered by developing selling at private treaty. Breeders are beginning to study these possibilities carefully. They are developing their sales abilities and adopting business methods. Mail order selling will receive more and more attention and as it is given greater study it will prove more highly satisfactory. It is possible that standardization will be effected. Producers of feeder cattle, thousands of which are essentially purebred, in the Highland district of Texas, have standardized their product. The S. M. S. brand is known wherever Herefords are raised. In the first instance a community of producers have standardized their product. In the second a great ranch has established a trade-mark for its product.

Some breeders of purebreds have already made a start in this direction. It will be easier in the case of dairy animals and poultry than in beef cattle and hogs. Some basis of standardizing prices either on production or market values is desirable, especially from the viewpoint of the buyer. Such standardization would be a great impetus to the mail order business. The ready sale of animals of known production or the progeny of such animals at prices in advance

of those for animals of unknown performance indicates very clearly the preference of the demand.

The trend of this demand is illustrated by a report from the American Guernsey Cattle Club. In this case the qualifications of the cattle are stipulated by the purchaser, who pays according to performance after the sale, which is a step in advance of the ordinary method of purchase on the record of past performance.

The report is quoted in full: "A new method of buying Guernseys to replenish their herds is being tried out in one section of Wisconsin by the Walker-Gordon Laboratory Company of Plainsboro, New Jersey.

"The purchasing plan is on the basis of production. On delivery of the cow, the breeder receives a base price. During the first two months of her lactation period all milk is weighed and a bi-weekly butter-fat test made. The total milk for this period is transposed to a 4 per cent basis. A cow producing 15 quarts of milk on the 4 per cent basis is valued at $175 by the company. The bonus to the farmer varies in amount as the production varies up or down from this figure.

"The purchasing plan already in operation in the East is proving most satisfactory to both parties according to representatives of the company."

Such a plan might be adapted to the selling methods of a breeder, especially in dealing with reliable buyers. Or it might be adopted in all transactions if a safe base price were demanded for the animals. Properly worked out it should reduce sales resistance and minimize the risk which a buyer ordinarily entails.

The Tillamook County Plan. — How effective standardization would be in selling purebreds is indicated by the experience of the Tillamook County Cow Testing Association, Oregon, in selling surplus calves for its members. The association was organized in 1911. From the outset systematic herd improvement through eliminating low producing cows, using purebred sires and selecting calves from

high producing cows for replacements has been practiced. The average cow in the association produced 346 pounds of fat and 7,900 pounds of milk in 1928.

Members of the organization are interested primarily in dairying. Calves are a necessary by-product of that business. They are interested merely in growing out only such calves as they require to maintain their herds. The others as vealers hardly paid for the trouble of marketing.

In 1921 W. D. Pine, county agent, conceived a plan of selling the surplus calves by mail order. He proposed to advertise Jersey, Guernsey and Holstein calves from dams with at least 300 pound cow test association records, sired by purebred bulls and 7 to 19 days old, for $12 apiece. The dairymen agreed. The project has now been under way eight years and the association has sold every calf it offered, approximately 3,000 head. At times it has been necessary to reject orders because calves were not available to fill them. No guarantee is made as to color nor are the calves graded as to production of their dams. The only guarantee is that the dam has a record of at least 300 pounds of fat and that the sire is a purebred. The buyer pays expressage. The owner of the calf receives $9.50, which is $5 to $7 more than dairymen had been receiving for their calves. The $2.50 difference between the selling price and the owner's net is used in paying advertising and other expenses in connection with the project. The demand for calves became so great and the production of dams increased so much that a nominal increase in prices was in prospect for 1930.

As might be expected, the association receives many requests for purebred animals. The calves in this project are not listed as purebreds although many of them are essentially purebred. Announcement is made in the association circulars that purebred calves may be had for $50 to $150. The association does not handle older calves but refers inquiries to its membership who can fill such orders. This plan is full of suggestion for communities where quan-

This shipment of Tillamook County (Oregon) Cow Testing Association calves went by rail to Klamath Falls, then by motor truck 100 miles over mountain roads to Lakeview, Oregon. W. D. Pine, Tillamook County agent, shown with his daughter, Joan, organized the calf selling project in 1921.

tities of high-grade or purebred calves are produced. It should prove especially effective in community breeding centers, in the vicinity of creameries, condensaries, cheese factories or in the milk sheds of large consuming centers of whole milk.

Changes Due in Advertising. — Breeders in the future will learn more about advertising. They will select their mediums and write their copy with greater care. The tendency is toward smaller copy. A great deal of space is neither required nor desirable for advertising purebred livestock. More attention should be paid to the quality rather than the quantity of advertising. If this condition ever obtains the mediums will receive greater revenue from livestock advertising than they receive now. The want and card advertising sections will increase as breeders come to realize the value and pulling power of these classifications. The display copy will be smaller but the revenue will be increased through greater numbers of such advertisements.

If the fieldman survives these transpirations, he will become strictly an advertising counselor and solicitor. He will need to learn more about the preparation of copy than he knows now. He will visit breeders possibly once a season and take their orders for advertising. He will be forbidden to attend auctions except to take orders for advertising and to make the acquaintance of prospective advertisers. He will not be permitted to work in the sale ring, take orders for stock, or to bid on the offering. He will not be permitted to act as selling agent from one breeder to another or to speculate in purebreds. His job will be to sell livestock advertising.

Failure of the publisher to limit the activities of the fieldman as indicated will result in his elimination. He is under suspicion of long standing and, although his activities as well as his numbers greatly decreased after the deflation period, the breeding and buying public will not tolerate his return to the fields he was forced to abandon in the rôle

of buyer, seller, adviser and in his worst form as grafter, blackmailer, substitute auctioneer, pseudo-livestock judge and exploiter. A few breeders of the old school still demand his personal services from force of habit and custom, but their requirements are entirely selfish and not to the best interests of the business or the buyers of such breeders' surplus.

Publishers may eliminate the fieldman eventually. Some papers never employed his services. Others began a reduction of their forces, beginning in 1921 and 1922. A few held on in the hope that the depression in purebred business was only temporary. Eventually there was a drastic reduction in the number of such employees. One paper which entered the competition late with two men, eliminated both. A general livestock paper which employed four now has none. One group of farm papers which employed a formidable force of a dozen or more reduced the number to three old employees who had been in the organization's service for years. Another group which at one time employed ten men reduced its force to three. One market daily which employed two put them on part-time editorial work. Two breed papers eliminated all but one apiece. A state farm paper which had four field men eliminated two and placed the remaining two on a commission basis.

The *Breeder's Gazette*, a publication which always has catered to the breeding industry, employed fieldmen for many years. Then when the paper was reorganized the management eliminated fieldmen. The *Gazette* continues to receive a goodly volume of livestock advertising. Concerning the experience of the paper under the new plan, C. L. Burlingham, the publisher, said:

"*Breeder's Gazette* now employs no fieldmen. We lose some advertising which we would obtain if we had good men soliciting the business, but we do not lose sufficient amount, in our opinion, to justify resumption of the very considerable expense of field work. Fieldmen too frequently

place themselves in relationships which are not only sometimes detrimental to the publication which they represent, but which have definitely proved injurious to the whole purebred industry. The situation in the hog breeds offers an illustration which rather clearly proves the fallacy of permitting the kind of work in which publication fieldmen have engaged."

Similarly publishers of general farm papers seem to be working toward elimination of the fieldman. Some have done as the *Breeder's Gazette* did. In such cases a man familiar with livestock conditions is established in the central office of the publication. He makes solicitations by mail. If the copy is prepared by the breeder it will be run as he sends it in, but if he merely forwards facts with his order together with general directions for preparing the copy, the office manager suggests layouts and may even have the advertisement set and a proof sent to the breeder for his approval.

Consolidation of state farm papers has resulted in elimination of fieldmen. At one time many of the states were served by two or more papers. Competition has been eliminated through consolidation or purchase in all but a few of the more important agricultural states. Thus with only one medium in the field publishers have not felt the necessity of maintaining their livestock representatives.

Livestock advertising has a legitimate place in every general farm paper. No paper is complete without it. Further there is a place for the fieldman if he will confine his activities to his legitimate business. But as an employee of the general farm paper he likely is doomed. Most such papers make a special low rate to breeders. For this reason livestock advertising has not paid. Consequently there is very little incentive for the publisher of a general farm paper to bestir himself in behalf of the fieldman or livestock advertising. The cost of obtaining business and the overhead have been too great. The time is not distant

when rates will be increased to where they will meet costs at least. Eventually they may make livestock rates the same as commercial rates and undertake an active, legitimate campaign for business just as they do for commercial advertising.

This would put livestock advertising on a business basis. There is no more reason why the publisher should grant a subsidy to the livestock breeder than to the producer of any other commodity. The higher rates need not increase any breeder's advertising expense. He would spend the same amount of money but he would obtain a smaller amount of space. This would be no obstacle, for the advertisements of all other breeders would be reduced in proportion. In fact, the increased rates might result in smaller expenditures for advertising by a given breeder because it would demonstrate that effective advertising may be done in small space if the copy makes the right appeal.

Another possibility is the livestock advertising agency, which would function in the same way that a commercial agency does. It would handle the accounts of breeders, prepare the copy and place the advertising. The opportunities for objectionable practices under a plan of this kind would be great. It would be necessary for breeders to exercise some restraint over the agencies. And the publishers would also need to establish some sort of regulation or at least insist upon certain standards before they would recognize such agencies. Otherwise livestock advertising and marketing might fall under control of unscrupulous men.

It is true that the breed associations and the sale managers function somewhat in the nature of advertising agencies, but only in a limited way. In most cases they are no better fitted to write effective advertising than the breeders and fieldmen have been. The livestock advertising agency may develop through the breed association. Or it may be an outgrowth of the selling agency or of the ordinary commercial agency.

Meridale Advertising. — Meridale Farms, Meredith, New York, through its connection with the N. W. Ayer & Son advertising agency, enjoys an advantage available to few breeders. The advertising of this farm is not extensive but it is well prepared and effective, much better than the average run of Jersey advertising. The copy suggestions are prepared by H. Hayward, who is familiar with Jersey lore. They are then passed on to the copy department of the agency where they are checked by experienced copy men. The layouts are made by an artist in the agency's art department. The agency also handles the advertising and prepares the copy for Many Springs Farm, New Centerville, Pennsylvania.

A few other breeding establishments with commercial connections have enjoyed similar advantages. In general, however, the ordinary advertising agency maintains no member of its staff who is familiar with the breeding business, and the opportunities for development are not at present sufficient to justify the employment of such a person. An agency could well afford to employ a man versed in agricultural conditions and practices as a safeguard against some of the ludicrous mistakes that are sometimes made in commercial copy designed for rural consumption and such man could serve in an advisory capacity in the preparation of livestock advertising.

The Breed Paper Problem. — The breed paper is an unsolved problem. It has been responsible for much of the exploitation that afflicted the purebred business in recent years. Undoubtedly there is a place for the breed paper, but some means must be taken to prevent its misuse. A possible solution would be publication on a non-profit basis by the breed association. Several of the breed associations have developed their own official organs. But they have had outside competition at various times. In such cases possibilities exist for exploitation by factions or groups to the advantage of a few. Further, association breed papers have not been interesting or attractive. The number

of breed papers increased greatly in the hey-day of the purebred business. Many of these were established by persons who had been connected with the livestock business in one way or another. Fieldmen, auctioneers, breeders and representatives of breed associations became publishers. In general they sought only the opportunity to profit through livestock advertising and for the most part their activities were of no particular credit to the business. Those of the breed papers which maintained a safe and constructive policy are still in business. A few others have persisted, but the opportunist type which had no interest in the breeds save the immediate profit that could be made, passed out of existence with the decline in the purebred business.

Recent Developments. — A new factor in the marketing of purebreds has developed in recent years. It is the selling agency. It functions somewhat after the English selling agency, and the idea probably was suggested from that source, although in the United States the agencies are not so well established nor so extensive in operation as they are in England. How the agency functions is explained by G. R. Melin of the Melin-Petersen Company, Minneapolis, Minnesota.

"Our method of selling purebreds is not exactly new, as similar concerns have been operating in the eastern part of the United States for several years. However, very little of this work has been done west of the Mississippi. Our efforts are devoted largely to selling at auction although we do some selling at private treaty. The auction, in our estimation, offers the most satisfactory method of selling purebreds where there are large numbers involved.

"So far, a big proportion of the cattle we have handled have been sold in dispersals. However, we are developing a system of consignment sales which offer breeders, large and small, opportunity to sell one animal or many. These consignment sales range from local or county sales to sales of national importance. The local sales take care of the

commercial class of cattle and the national sales the higher quality class.

" Our usual charge for selling at auction is 15 per cent of the selling price. Our service covers everything in connection with promoting the sale such as auctioneers, catalogs, advertising, leadsman, clerk, pedigree expert, place to hold the sale and similar items. We have our own pedigree department which enables us to handle this part of the service to good advantage.

" Our charges may seem high, but really are not in consideration of the service which we provide. Further we know that by properly promoting our sales we can net the seller considerably more than would be possible under the ordinary methods. We are concentrating our efforts on the selling end of the business and we feel that with our knowledge of markets we can render a valuable service to the seller.

" We make a careful check on all our advertising mediums and thereby know which give best results. Our advertising appears in local newspapers, general farm papers, dairy papers and breed papers. However, our most important medium is our mailing list. This contains the names of approximately 5,000 persons obtained from inquiries for catalogs, buyers at our sales and other important sales. Our list also contains the names of a number of county agents and other persons interested in dairy cattle in a number of states. We send folders, illustrated mailing pieces, circulars and other mail copy to our list. About 75 per cent of our sales are made to persons whose names appear on this list."

Other sales agencies have been established in recent years. These have met with varying success. Where they have been conducted by honest men and on the right basis they have been able to survive. Others have been of questionable value and if they are encouraged are likely to delay the development and acceptance of legitimate selling agencies. A few auctioneers, sale managers and others who

had been associated with the exploitation of purebreds grasped the sales agency idea as a means of reviving a lucrative trade. Their interest is that of the opportunist and does not go beyond the immediate profit. They have not the ability, the inclination nor the resources to build an enduring business and wage a long fight for public and breeder confidence and respect. They have scheduled sales in territories which had best remain non-competitive for the time being. They have held sales in advance of a previously announced sale by other agencies. As might be expected they have permitted practices which will bring their own auctions and those of other agencies into disrepute.

Eventually such agencies will be eliminated. A marketing agency of the right type, honestly conducted, can be of inestimable value to the breeding business. Breeders will be only too glad to surrender their auction selling to competent men who have nothing else to do but study purebred markets and marketing. Certainly the need for such factors is great. It is inevitable, apparently, that those which are conducted according to the ethics of good business shall suffer from the competition of shysters and the animus created by dishonest practices.

One of the first selling agencies in the country was the L. F. Herrick Sales Company, Worcester, Massachusetts. This company operated many years in the Eastern States and finally was reorganized as the Herrick-Merryman Sales Company, Sparks, Maryland. This company sells both at auction and private treaty, but the auctions are its principal business. Early in 1929 four auctions, involving 249 animals, were held by this company with total returns of $302,860. Pedigrees, advertising, auctioneers, ring men, clerks and other facilities for holding a sale are supplied by the company under a 10 per cent commission. In some consignment sales a charge of $2 a head stall rent is made to cover expense of renting grounds, bedding and similar items. Special contracts are made for dispersal sales and

the charges in such cases depend upon the number and quality of the offering. Breed papers and a post-card list of 8,000 names have proved the best advertising mediums. The company does not buy and sell on its own account.

Advantages of the Selling Agency. — From the viewpoint of the breeder, the advantages of the selling agency are set forth in the following statement by H. O. Larsen, Dike, Iowa, who employed the services of an agency in dispersing his herd of Holsteins in July, 1928.

"The management of our sale was very satisfactory to us. This was not merely an annual sale but a dispersal. We had attained quite a record at the leading shows of this country and felt that the time had come to cash in on the cattle. We were undefeated premier breeders for the show seasons of 1926 and 1927 at 23 of the largest shows in the States.

"We did not feel that we had the ability to put over ourselves a sale such as our cattle and our records justified. Particularly was that true in planning and getting out the advertising necessary for such a sale. Had our cattle been of lower quality, the ordinary kind, not so much advertising and not so much care in preparing it would have been required, nor would we have been justified in giving it to them.

"This company is specializing in sale management and have had occasion to study it from every angle and their experience proved valuable to me. They have a very wonderful mailing list which I consider of much value. The charge of 15 per cent gives them an adequate profit, in my opinion, regardless of the class of cattle involved. I do believe that with the reasonable coöperation of the breeders the state breed associations could put over the same type of sale just as successfully at a lower charge.

"Our sale was held in the Dairy Cattle Congress pavilion at Waterloo. This location has some advantages over holding a sale at our farm. Transportation to the farm from a good railroad center is about 20 miles. The hotels

and other conveniences at Waterloo mean much to the class of buyers to whom we were compelled to cater.

"We have again assembled a herd and will rely, for disposal of surplus, as in the past, on private sales and some sales through the mails. We have consigned but few cattle to any sales during our experience as breeders."

Gustave Pabst, Dousman, Wisconsin, employed a sales agency in dispersing his Holstein herd. The agency prepared and placed all the advertising and attended to all details of the sale for 15 per cent.

"We always attended to all of our selling at retail," said Mr. Pabst, "but considered that we needed the agency for our complete dispersal. The sale was held at our farm. The services of the agency were satisfactory in every way."

Developments in Breed Association Service. — Continued activities of the breed associations are creating markets for purebreds. Most of the larger associations are advertising consistently and in general there is an improvement in the advertisements. Further, the association auctions have become better established. The Hereford sales in Kansas City and the Shorthorn sales in Kansas City and Chicago are held every year on approximately the same dates so that they serve in a measure as an outlet, an established market, for such breeders as may enter a few surplus animals. Their regularity makes them comparable to the established marts in England. But few of the breed associations in the United States seem inclined to enter the selling business on a wholesale plan and it is doubtful if such attempt would be successful at present at least. Neither the breeders nor their customers likely are ready for regular sales and established markets such as those found abroad.

Local Selling Service. — Mention has been made in previous chapters of the county, district or other local breed association in its various functions. A few associations in different parts of the country have established regular

auctions which have become a distinct service to members. In Garfield county, Oklahoma, sheep breeders have been holding annual sales. This provides an outlet for many small flock owners who would have difficulty selling their surpluses readily if they were dependent upon their own resources. The annual consignment sale attracts buyers from a wide territory and serves a rapidly developing commercial farm flock industry. Most of the buyers are in search of purebred rams to use on their grade ewes which are maintained in a lamb-producing project. The breeders by combining their offerings are receiving financial returns somewhat in proportion to the returns received by older established owners of much larger flocks.

The Kentucky Accredited Purebred Sheep Breeders' Association, established, in 1929, annual sales in Lexington, Louisville, Madisonville, Maysville, Bowling Green and Florence. In this instance the state association is holding the auctions in different parts of the state for the benefit of local breeders in the respective localities. Such service fits the need of local breeders admirably. The state association has the facilities for developing the marketing machinery, and the breeders, most of them men of limited resources and small flocks, may devote their attention to production and to their other farming interests.

The third annual dairy and beef cattle sale of a regional breed organization was held in Maysville, Kentucky, in June, 1929. The auction was established to provide a market for the surplus animals of a group of breeders in Mason, Bracken, Harrison, Fleming and Lewis counties in Kentucky and in Clermont and Brown counties in Ohio.

In Guernsey county, Ohio, a sale of Jersey cattle is held every year under the auspices of the county breeders' association. Occasionally this club appoints an advanced member of the 4-H Jersey calf club sale manager and other members to assist. This practice is an excellent one in that it serves to maintain the enthusiasm of the 4-H club membership and it gives them valuable experience in selling

which will stand them in good stead when they become breeders themselves.

The number of local breed associations declined with the slump in the purebred business which followed the World War, but the associations which were well established and operated on a sane basis in breeding communities of long standing, endured and performed excellent service for their members during the trying period of purebred price deflation. One such organization is the Waukesha County Guernsey Breeders' Association, in Wisconsin.

This association was organized in 1906 and was incorporated eight years later. F. E. Fox, secretary of the association, claims it is the oldest county dairy breed association in the United States.

"Our function is to promote the Guernsey breed in this section and to provide a selling service to our breeders. We advertise in several farm papers and in breed journals as a means of informing prospective buyers that there are a large number of tuberculin tested herds in the community from which they can make selection of almost any quality and number of animals.

"Visitors are directed to our office and we provide transportation for them to the herds of our members. We assist purchasers in making selections if such service is required. If it is necessary to test the cattle before making interstate shipment we bring them to our sales pavilion in Waukesha and make the test. All of these services are provided without cost to the buyer. Members are charged 4 per cent commission on females and 5 per cent on bulls to compensate the association for its services.

"The association usually holds a consignment auction every spring in its own sale pavilion. During the last two years the state Guernsey association has held its annual auction in our pavilion. In addition other breeds frequently hold sales there, which makes the pavilion quite a busy place during the marketing season. The pavilion also houses our annual dairy show which takes the place

of the ordinary county fair. Such a pavilion is very desirable for any type of community fair."

Future Farmers. — Two movements which will have a lasting influence upon the breeding business are the 4-H clubs and the vocational instruction in rural high schools under the Smith-Hughes Act. Thousands of farm children are enrolled every year in the 4-H clubs sponsored by local organizations, the agricultural extension services of the state colleges and the United States Department of Agriculture. These clubs give farm children instruction in better methods of agriculture. Many of them will not have the advantages of high school and college training. Yet they are receiving the ground work in better farm practices, training their parents never received, through demonstration by their own hands.

These clubs include pig clubs, beef clubs, cow and calf clubs, dairy clubs, sow and litter clubs, sheep and lamb clubs, and poultry clubs. The greater proportion of the children have purebred or at least high-grade animals. All of them receive instruction in the advantages of purebreds over scrubs. The work has been in progress many years. Passage by Congress of the Capper-Ketcham bill in 1928 extended the possibility for additional resources to expand the work, and the number of children who will receive instruction will be greatly increased.

Under the Smith-Hughes plan of vocational training hundreds of high school children are receiving agricultural training which will be of lasting benefit to them. Their work is more thorough than that given the club children but not so many children are reached. A large proportion of these children elect livestock projects for their practice work and all of them receive definite instruction relative to the greater efficiency of purebred animals over scrubs and low grades.

Thus the school systems and the extension forces are developing a new generation of customers for the breeder. None of these children, if they become farmers, will be

Exhibition of Boys' and Girls' baby beeves at the Iowa State Fair. Future farmers never will be satisfied with mediocre livestock after their experience in club work.

satisfied with mediocre livestock. They will demand registered sires at least, and many of them will require purebred dams.

Activities of Other Agencies. — Mention already has been made in Chapter One of activities of various agencies in creating a demand for the breeder's product, and particularly of the effect of cost of production studies and accounting projects. For several years the United States Department of Agriculture has conducted, with the cooperation of the agricultural colleges, a "Better Sires-Better Stock" campaign in which thousands of scrub sires have been replaced by purebreds. Several counties have eliminated scrub sires entirely. Bankers as individuals and in groups, particularly through the American Bankers' Association, chambers of commerce and various civic clubs have been active in advocating more efficient livestock as a means of immediate and self-applied farm relief. The Kansas City Chamber of Commerce provided the prize money and otherwise fostered a two-year purebred bull contest in Missouri and Kansas. Replacements of scrub by purebred bulls totaled 1,355 in Missouri and 1,349 in Kansas.

Agricultural extension forces have redoubled their efforts. Particularly have they emphasized dairy herd improvement associations, which in their propaganda teach, and in their records prove, the value of purebred sires of known production ancestry. A notable example is the five-year dairy development project conducted by the Kentucky college in Boyle county. In the beginning there were 3,000 cows and 10 purebred bulls within a 10-mile radius of Danville. At the close the numbers had been increased to 6,000 cows and 300 purebred bulls.

The influence of college campaigns in creating a demand for purebreds is exemplified in the experience of Fred Mattson, New York Mills, Minnesota. In 1910, as a lad of 16 he played hookey from school to attend a Farmers' Institute. At that meeting he received the inspiration

to test his father's 14 cows. They were scrubs. He discovered that the best cow produced 245 pounds of fat and the poorest one 160. The herd average was 190 pounds.

In 1914 his brother was sent to the University of Minnesota to learn more about the fundamental principles of dairying. In 1916 the father borrowed $250 with which to buy the first purebred Holstein bull. This bull's daughters produced about 200 pounds more fat than their dams. In 1917 the first purebred cow was purchased.

The grades were gradually eliminated in favor of purebreds. Over a period of six years, which ended in 1923, the use of purebred sires increased the herd average to 295 pounds, which is the first cow test association record. In 1928 the herd of purebreds averaged 408.7 pounds of fat, which was an increase of 113 pounds over the first test association record and 218 over the first private record 18 years before.

The story of Mattson Brothers' experience, because the records are available, was told not only to other dairy herd improvement association members in Otter Tail county, as evidence of the greater efficiency of purebreds, but it was printed in farm journals and carried to millions of readers. Nothing influences a farmer to adopt better methods like the example of his fellow farmer. The influence of Mattson Brothers' experience and the cow testing records, like similar experiences elsewhere, will be far-reaching. And breeders will benefit directly and indirectly.

Similarly the half-ton calf contests in Indiana and other states, the carlot baby beef demonstrations, notably in Minnesota and Iowa, are creating a demand for better beef bulls. Economic conditions are requiring the beef producer to make lighter carcasses. Producers have been faced with the problem of making small carcasses on feeds which calves cannot consume efficiently. An answer was found to the problem in work of a calf club in Livingston county,

Missouri, under the direction of D. R. Forrester, the county agent. The calves were fed the rough feeds through their dams which they continued to suckle while receiving a full feed of grain until they went to market at not more than 12 months old. The work was taken up and expanded by the Missouri College of Agriculture. Experiments with the method were conducted and variations developed at Sni-a-Bar Farms, Grain Valley, Missouri, under the coöperation of the William R. Nelson Estate, the United States Department of Agriculture and the Oklahoma, Kansas and Missouri colleges. Hundreds of small farm herds have been established for the production of calves that are made into baby beef. In every such herd the use of a purebred sire is urged.

Railroads have conducted livestock trains throughout the agricultural regions served by their lines in coöperation with the respective state agricultural colleges. The speaking and demonstration staffs of these trains have emphasized the desirability of better quality in livestock. The Baltimore & Ohio Railroad, particularly, has run several purebred sire specials, which carried purebred sires and sold them to farmers at various stops along the route. The Santa Fe conducted "cow, sow and hen" trains throughout the Southwest in the interests of diversified agriculture and a message of better breeding was carried to thousands upon thousands of farmers. The Missouri Pacific Railroad has perhaps the most extensive agricultural development department of any carrier in the country. It has been built up under the specific direction of L. W. Baldwin, president of the road, who saw the necessity of developing the tonnage of his lines through greater production and greater income from the soil. Not only have many agricultural trains been run but special agricultural agents are maintained in all states which the road serves and they are especially active in livestock improvement.

Bringing the Demand to the Breeder. — All these activities have a definite bearing upon the market for pure-

Railroads in coöperation with the agricultural colleges are creating a demand for purebreds through their demonstration trains. This is a cow demonstration on the "Better Dairy Sire Special," operated by the Baltimore and Ohio Railroad in six states.

breds in that they make the breeder's selling easier. Many other agencies in addition to those mentioned are at work and their number or their effectiveness will increase. In a few isolated cases the agitation has resulted in a deliberate search by farmers of the community for a means of ownership of purebred animals. In others it has resulted in some of the campaigning agencies actually buying purebreds for distribution in the territories where the campaigns have been waged.

Mention already has been made of the North Carolina farmers who persuaded Illinois Poland China breeders to ship a carload of purebred hogs into the state and sell them at auction. The incentive to profit from lamb production has resulted in the establishment of several auctions in Missouri where purebred rams are sold. The college and county agents demonstrated effectively that the lamb sired by a purebred ram used its feed more efficiently than the lamb sired by a scrub. Farmers demanded purebred rams and, as a means of insuring a supply or of obtaining them, deliberately promoted a market for the breeders. Representatives of the college select these rams which are then consigned to the auction by the breeders.

For many years dairymen have been going into the cattle producing regions of New York, Wisconsin, Ohio, Illinois and Minnesota to buy breeding stock. Only a demand for better blood would have induced them to make the pilgrimage. They have been taking the market directly to the breeders.

In the South where agricultural improvement agencies have been preaching diversification a new territory is developing for breeders. Farmers are gradually turning from one-crop farming to diversification. They are learning that the most profitable diversification programs are those which involve livestock of one kind or another. Those in the Ozarks and in the hill sections of Kentucky, the Carolinas and Tennessee are raising sheep as a pasture utilization measure. They are demanding purebred rams.

C. C. Lockwood, agricultural extension agent for Searcy county, Arkansas, reported an instance in which five farmers bought a purebred Red Polled bull from a breeder in Kansas. In this case the demand sought the breeder again.

E. D. White, agricultural extension agent for Sevier county, Arkansas, bought on order eight Hereford bulls in Oklahoma. They were a novelty in the county and attracted much attention. They became the foundation of a feeder calf-producing industry which will result in additional demand for purebred bulls.

In many regions business men's clubs are sponsoring club work among farm boys and girls and incidentally are creating a demand for purebreds. For instance, the Lions' Club of Homer, Louisiana, in coöperation with the Claiborne parish farm demonstration agent, promoted a dairy project among 4-H club boys which resulted in the purchase of 34 purebred Jersey heifers from breeders in Tennessee. A committee consisting of the agricultural extension or farm demonstration agent, the agricultural college dairy specialist and the representative of a commercial cotton seed association visited the breeders' farms and selected the heifers.

The activities of the Missouri Pacific Railroad in promoting and satisfying a demand for purebreds is illustrated by the following statement by John T. Stinson, director of agricultural development for the company:

"We have been able to distribute hundreds of purebred heifers in our territory and the number of bulls distributed the last three years would run well into the hundreds. Only recently we bought in Canada 30 bulls of high-producing ancestry. These bulls were sold to dairymen in the expectation that they would have a direct influence upon improving the herds of dairy cattle now in our territory. The importation was from B. H. Bull & Son, Brampton, Ontario."

In 1926 the extension forces of West Virginia College of

Agriculture in coöperation with the Baltimore and Ohio Railroad undertook the distribution of purebred rams to lamb raisers from a demonstration train. In three years this " Ram Special " was responsible for placing 466 rams. The rams were bought outright from or consigned by the breeders, loaded on the demonstration train and sold to farmers at stops where demonstrations and lectures were held.

Bull clubs, organized into blocks, wherein groups of farmers coöperate in purchasing a number of bulls and thereby get the services of good bulls for six or more years for a fraction of the price they would pay for individually owned bulls, have been in existence for many years. Yet only recently have they shown evidences of considerable expansion. Such organizations create a definite demand and the means of satisfying that demand where disinclination and lack of funds prevented purchase before. The bull club serves farmers whose herds are too small to afford a good sire.

The Chamber of Commerce in Moberly, Missouri, has undertaken to finance such an organization in Randolph county on the theory that the increase in production of heifers of these bulls over that of their dams will result in better business conditions. Money was supplied without interest for purchase of the bulls. In general it is not advisable to depart from good business practices in such work, but occasionally the absence of interest charges will avoid criticism of the business organization's motives. But the breeder is not particularly concerned. This instance is of interest to him because the activities of a business organization are creating a demand for his product.

A more significant movement is that which started in Mississippi county, Arkansas, in 1927. In this case the local business men and farmers formed an organization for financing the purchase of purebred dairy cows and bulls and better poultry. The organization was capitalized at

$10,000 and was chartered as the Livestock Finance Corporation of Blytheville. The corporation buys cattle coöperatively in carload lots in the breeding centers and ships them into the county where they are sold to farmers on credit. The purchasers give notes bearing interest and due in 12 months. The notes are passed through the customary channels and are rediscounted by the Intermediate Credit Bank of St. Louis. In two years this plan was responsible for the introduction of 400 cattle.

The Minnesota Sire Campaign. — Another plan of purebred promotion is being carried out in Minnesota. In this case a number of coöperating agencies not only conduct purebred sire campaigns in different communities but they follow up the work by actual sale of sires. F. E. Murphy, publisher of the *Minneapolis Tribune*, is fostering the campaign and in recent months it has spread to North Dakota.

The plan originated with the Minnesota Holstein Friesian Association several years ago. Under the direction of Robert Geiger, secretary of the association, 1,215 purebred sires replaced scrubs in 18 counties. When the Holstein association took up other development work Mr. Murphy enlisted the help of the Minnesota Livestock Breeders' Association, the College of Agriculture, the various breed associations, the county agents and the Minnesota Bankers' Association and continued the campaign.

Axel Hansen was made campaign manager. He is a breeder and widely known as a Holstein judge. E. A. Boie, a banker, was made vice chairman. Four salesmen, a man in charge of transportation and one in charge of deliveries comprise the selling staff. In 1929 they sold 492 purebred bulls in five Western Minnesota counties. They make farm to farm solicitations and sell bulls just as automobiles, life insurance, radios, washing machines or any other equipment is sold. Many of the farmers pay cash, but in case they do not have readily available money, local bankers are prepared to extend credit for six months or longer at pre-

vailing rates of interest. It is Mr. Boie's duty to arrange this credit and the support of local bankers during the preliminary campaign.

Every salesman carries descriptions, records and pedigrees of the animals he has to offer. The price he quotes is the total cost delivered to the farm of the purchaser. The bulls are transported by motor truck. An effort has been made to make the campaign self-supporting by charging the expense to the buyer and seller. Such expense amounts to $30 or $35 a head, half of which is paid by the buyer in the purchase price and half by the seller. The breeder is willing to pay this selling fee because it is lower than the cost he likely would incur in doing his own selling. The buyer, of course, expects to pay the delivered price. He also is assured of obtaining a good bull which he might not get if he bought without the guarantees which are made by the campaign managers and the breeders. The guarantees include satisfaction to the purchaser, freedom from disease and sure breeding. The salesmen receive a commission of $15 on every bull sold. Both beef and dairy animals are handled.

The Demand Is Exacting. — Although various forces are working to the breeder's benefit, the demand which they are creating is exacting in its requirements for efficiency. Farmers are learning that a hen must produce at least 90 eggs a year to pay her feed bill. Her maintenance cost is probably equivalent to the value of half as many more eggs. The poultry keeper thinks in terms of the 200 egg average whether he attains it or not. He demands breeding birds of even better ancestry. The dairyman considers he must have a cow that makes 300 pounds of fat before she can be profitable. The hog producer demands breeding stock which will give him pigs capable of attaining 200 pounds or more at 180 days old. The beef producer wants steers that are capable of making 1,000 pounds at 12 months old whether or not he ever avails himself of the opportunity to make his calves weigh that much.

The new demands which economic conditions are making upon the breeder and his product are no better demonstrated than in the horse business. Mechanical power put hundreds of horse breeders out of business and demoralized the market for drafters that once formed a profitable sideline to farm produced power. The novelty of mechanical power was partly responsible, utility was eventually a bigger factor, but the inefficiency of the kind of work stock that was produced was by no means a small factor. For 15 years after tractor power became a disturbing element in the horse business breeders bolstered up their waning confidence by telling themselves that a change for the better was about to take place. Then they finally went into the byways to sell breeding stock. Business took a turn for the better. They devised plans whereby communities could finance a good stallion. They impressed the importance of producing horses of high quality.

"Our greatest difficulty is to sell a good stallion," said Charles Irvine, Belgian breeder, Ankeny, Iowa. "Few farmers will pay $1,500 to $2,000 for the kind of a horse that is required to get foals of size and quality which will sell at good prices for drafters. That is especially true in view of their experiences in selling drafters the last decade or so. They do not distinguish between the horses that have been for sale, which did not meet the demands of the city trade, and the kind of horses a good stallion and a good mare will produce. They will pay $300 for a stallion and put up with the size and quality which that price will buy.

"The solution to selling the good stallion is the club plan wherein the seller takes the notes of the farmers who are to patronize the stallion. It looks as if breeders must come to that plan, but it will take finances to carry the burden. That means the small breeder is going to have a hard time unless he finds an outlet through the breeder-dealer who will job his stock."

What of the Breeder's Selling Methods? — Despite all these changes the burden of selling still rests with the

breeder. He must keep pace with the times. For him to abide by the old methods now is to hamper his own operations, hinder his own development. For him to tolerate the practices which brought discredit to the purebred business is to flout the good will which is assuredly working toward a definite demand for his product.

With the revival of breeding, the outlook for better rewards, comes again the opportunist with all his questionable practices. The spurious breed association with its endless chain plan of marketing mediocre gilts at exorbitant prices moved from the Dakotas, to Nebraska, to Kansas, to Colorado, to Wyoming and on into the Northwest. The March, 1929, issue of a breed journal contained an editorial about alleged fraud in certain official test records. The charges may or may not have been true. The same issue of the journal contained about $22\frac{1}{2}$ pages of reading matter and $7\frac{1}{2}$ of those pages were on the herds of breeders who advertised in that issue. One breeder's advertisement was of two columns, or two thirds of a page. In another section of the paper appeared a full-page " feature story " on his herd. Another breeder had a quarter-page advertisement and a full-page story, a third had a two-column advertisement and a half-page story, a fourth had the back cover advertisement and a two-page feature story. The lead feature of the journal was on the herd of a man who had a quarter-page advertisement in that issue. No evidence is available to prove that the stories were a consideration in the sale of advertising. If they were not, then the publisher and the editor at least exposed themselves to criticism and suspicion.

Gustave Pabst placed the responsibility for dishonesty in selling directly upon the breeders in the earlier pages of this chapter when he said that by-bidding and fake sales would cease when breeders refused to tolerate them. W. A. Cochel, editor of the *Weekly Kansas City Star*, formerly associated with animal husbandry investigations in three state colleges of agriculture and a former repre-

sentative of the American Shorthorn Breeders' Association, said in March, 1929, that, although he was convinced dishonesty and manipulation in purebred marketing were much less prevalent than was generally believed, as soon as developments in the breeding business afforded opportunity the men who were responsible for the objectionable practices of some years ago could be expected to attempt resumption of their activities.

S. T. Simpson, representative of the Producers' Livestock Commission Association, National Stock Yards, Illinois, a close student of methods of marketing purebreds, made the following comments on his recent observations in a letter dated April 9, 1929:

"I noted that a certain individual realized his ambition to have the high-priced bull of the annual breed association sale this year by arranging for a neighbor to do some liberal bidding. That bull was sold either at an unusually high price to an unsuspecting purchaser or the actual sale was effected before the auction. Similar instances have obtained at other sales this spring. A county agent reported a case in which the dean of a middle western college left a bid not to exceed $200 on a certain cow in the sale. Knowledge of the bid reached the ears of the wrong man and he endeavored to make the maxim apply. I believe that with the tendency toward improved prices for breeding stock, a strenuous effort will be made by certain fieldmen, breed association representatives and others to revive the once lucrative system."

A revival of the purebred business to a more stable basis seems now, summer of 1929, to be in process. Great changes have come since the period of deflation, and will continue to transpire, in the character of the demand for purebreds. New conditions have arisen. To meet these, be the process what it may, constructive changes must come in marketing methods. Whether malpractices have been few or many, the business must be purged of them to the fullest extent possible. The cost of selling must be

reduced. The breeder must receive greater returns for his selling expenditures. He must study advertising. He must improve his salesmanship. He must adopt business methods. When these changes take place, purebred marketing will be placed upon an efficient basis and purebred production will profit by its own virtue.

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